JUNE 27, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH year

BIG BONUS

Nielsen now reports that radios in automobiles add as much as 33% to the radio audience. And advertisers get these listeners *free*—a big bonus!

In Baltimore, the Department of Motor Vehicles has announced that today there are more than 300,000 passenger cars with radios in the Baltimore metropolitan area.

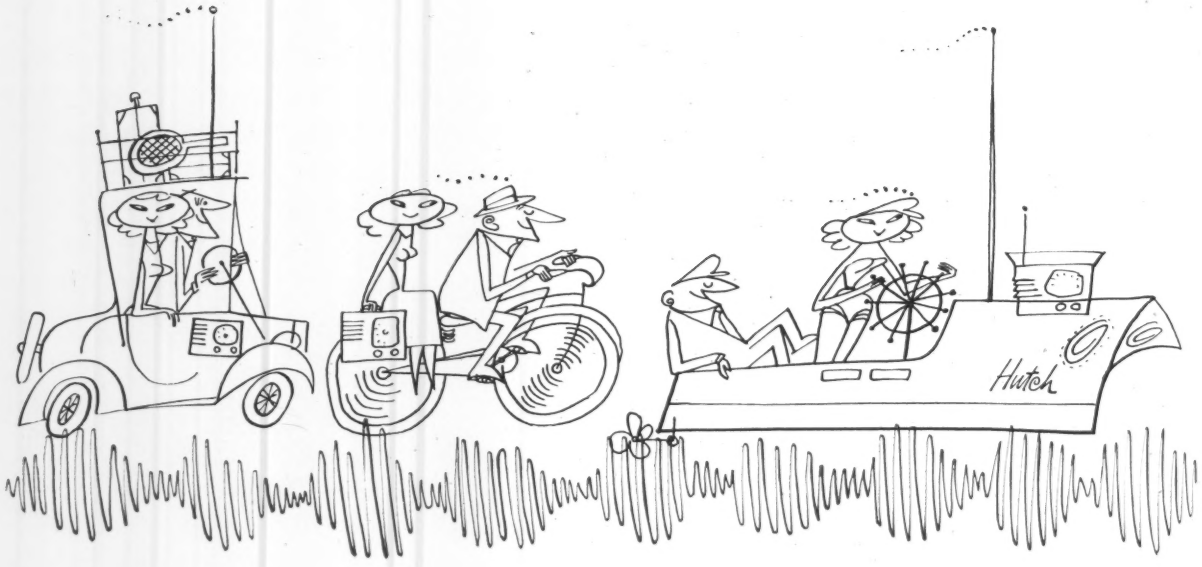
Surveys by ARB and PULSE prove that W-I-T-H dominates this big out-of-home audience day and night. Just another reason why W-I-T-H gives more listeners-per-dollar than any other radio or TV station in Baltimore. Get the whole story from your Forjoe man.

IN BALTIMORE BUY

W-I-T-H

Tom Tinsley, President
R. C. Embry, Vice-President

Represented by Forjoe & Co.



Vacation bound? Go by kilocycle

This consumer-type copy is provided by WMT, a radio station in Eastern Iowa with consumer-type listeners—more, in fact, in its 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.

LAD

"Clarinda bought it up to the hog fair . . . it sings, too."

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WGAL • TV
LANCASTER, PA.
NBC • CBS • DuMONT
Channel 8
316,000 Watts
STEINMAN STATION
Clair McCollough, Pres.

". . . We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness . . ."

closed circuit®

JOB OPEN • Search is on in earnest for new "second-in-command" at NARTB, probably as executive vice president. NARTB Chairman-President Harold E. Fellows is spearheading search, with endorsement of joint board of directors (see story page 41).

B•T

JOINT Technical Advisory Committee proposal to introduce principles of geography and time into spectrum allocation (story page 28) might affect tv this way: Tv stations usually operate to midnight or 1 a.m. Thereafter, six mc channel lies fallow. Why not permit some service which needs those kinds of bands to use tv channels in early morning hours? It won't hurt anyone. Same goes for am and fm.

B•T

B & B REGROUPING • As result of gaining four major accounts within past month Benton & Bowles will reorganize its media department, expanding account groups from three to four, with several personnel changes. Entire department continues under David Crane, vice president in charge of media. Procter & Gamble media group will be Lee Rich, associate media director, and two assistants, Ray Healy and Lee Currlin. General Foods group will be Mike Donovan, promoted from assistant to associate media director, with Tom Mahon and Bren Baldwin as assistants. Third group (as yet unnamed) will be headed by Milton Kiebler, associate media director, with Sam Haven (Maxwell House buyer) promoted to assistant to Mr. Kiebler. This group will handle some of B&B's new business, Grove Labs, Florida Citrus Commission and S. C. Johnson & Sons, among others. Fourth group (also as yet untitled) will be headed by Ed Bowman, associate media director, with Don Harris (formerly on General Foods) as assistant. Latter group will service new Studebaker-Packard account among others. Paul Benson, formerly assistant media director, promoted to account executive on Ivory Snow.

B•T

THERE'S one twist to burgeoning promotion to "sell" subscription tv as wired system that may have been overlooked. That is if pay-as-you-see tv is transmitted over coaxial lines, there's no need for security of scrambled signals. Programs will be fed directly into receivers by wire, so in sense it will be like sight-and-sound telephony.

B•T

MISS HENNOCK'S FUTURE • Law firm of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.), is where FCC Comr. Frieda B. Hennock will open shop Friday upon completion of her seven-year term with Commission. Davies, Richberg, Tydings, Beebe & Landa specializes in general practice, corporation and international law, anti-trust, trade mark, unfair competition, FTC and federal tax matters. Miss Hennock will add communication law to fold, predicts "no dissents." Mr. Davies was first FTC chairman and mid-'30s Ambassador to Russia; Mr. Richberg, NRA board chairman, 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

B•T

NEXT at bat at FCC is Comr. E. M. Webster, whose current seven-year term expires June 30, 1956. Recognized as one of world's foremost electronics and communications experts, Commodore Webster is FCC's only engineering commissioner. An Independent, originally appointed in 1947 from District of Columbia, he is now resident of Maryland. He definitely seeks reappointment. He is vigorous and hard working at 66, is FCC strongman on non-broadcast allocations, having served on top level policy groups.

B•T

STAY-AT-HOMES • Arthur Fatt, executive vice president of Grey Adv., will predict in July issue of *Grey Matter*, house publication, that 20 years from now typical housewife will shop by "sellivision" without leaving home: By flick of switch she will be able to talk to sales clerk making tv demonstration, order product by registering her code number with store carrying it, indicate quantity desired and tell store whether to send it C.O.D. or charge. By 1970, Mr. Fatt estimates, there will be more than 25 million color sets with many screens receiving life-size images in three dimensions and with "scento-vision" enabling home viewer to test-by-smell the products on demonstration.

B•T

VIRTUALLY every broadcast case before FCC these days is measured in relation to so-called Clarksburg case [B•T, June 13—see editorial this issue, page 122]. As consequence, question arises whether "evidentiary hearings" rather than oral arguments will suffice in any protest case, including NBC's projected acquisition of its limit of two uhfs (WKNB-TV New Britain, Conn., and WBUF-TV Buffalo).

B•T

DAY WORK • NBC-TV's daytime programming—and how to strengthen it—understood to be main subject for meeting this week, called by NBC Television Affiliates Advisory Committee, between committee members and NBC officials. Sessions scheduled for Wednesday-Thursday in New York. WTMJ-TV Milwaukee's Walter Damm heads committee. Network delegation will be led by President Sylvester L. (Pat) Weaver Jr.

B•T

OATH of office to new FCC commissioner succeeding Miss Hennock, Florida's Richard A. Mack, will be administered 10 a.m. July 7 in Commission meeting room, 6121 New Post Office Bldg. Officiating will be U. S. District Court (D. C.) Judge James W. Morris.

B•T

LONGER CAMPAIGNS • Tendency is growing among saturation spot advertisers to lengthen their campaigns. In past years, saturation spot campaigns in radio and television normally ran for two weeks, with frequency of 15 to 30 announcements per week. Currently saturation plans seem to run for four to eight weeks, with frequency unabated. Maxwell House Coffee and Lincoln-Mercury campaigns are examples of this trend.

B•T

WITH CONGRESSIONAL and judicial salaries increased by Congress this session on cost of living basis, along with pay raises for rank and file Civil Service and postal employes, forgotten men in government are members of seven independent commissions having administrative or quasi-judicial functions, including FCC. Inside word, however, is that Budget Bureau and White House are considering plan to elevate salaries of these appointive-policy makers from average level of $15,000 to $20,000 or $22,500. Involved are 51 executives; 11 on ICC, seven on FCC, three on Civil Service Commission and five each on CAB, FTC, SEC, FPC, NLRB and Subversives Activities Control Board.

B•T

SPECS SELLING • NBC-TV's once-a-month *Color Spread* spectaculars, which start in September, reportedly are selling at brisk pace, with 21 of 26 participations available in 1955 series (through Dec. 31) already sold. Latest advertisers: Buick (one participation) and U. S. Rubber Co. (two participations).

B•T

BUICK Inc., Detroit, through Kudner Agency, is clearing 10 seconds for local cut-ins on stations carrying its Jackie Gleason Show *on CBS-TV, just as it did on Milton Berle show (everywhere except Missouri and Texas, where it is state prohibited). Cut-ins will show price of car on card to be slipped in locally with audio over network while card is on screen. Show starts in October.*

B•T

CAN FCC DUCK? • Fight of Harry Engel's KUAM Guam to stop construction of low-power morale tv outlet on ch. 8 at Air Force base there went back to FCC last week as Mr. Engel told Commission it can't pass buck to Defense Dept. but is obliged by Communications Act to protect broadcasters from government encroachment frequency-wise. His argument: President can assign channels to military stations, but not broadcast channel. FCC has "abdicated" its responsibility in case, he charged in pleading on file at Commission.

KTHS (LITTLE ROCK)

SAILS INTO COVE, TOO!

Advertisers on 50,000-watt KTHS get *a lot more* than Metropolitan Little Rock. They get coverage throughout *most of Arkansas.*

KTHS drops a strong anchor in Cove, for example. This little West Arkansas town has only 482 people—but combined with thousands of other towns and villages and farms, it helps account for KTHS's daytime coverage of more than 3-1/3 MILLION people.

In Arkansas, KTHS is the BIG radio value—KTHS, Basic CBS in Little Rock.

The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Brunham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

NARTB BOARD STRENGTHENS RADIO CODE; PLANS ENFORCEMENT SYSTEM LIKE TV'S

NARTB's Radio Standards of Practice amended Friday by Radio Board at Hot Springs, Va., meeting to include acceptability list similar to association's Television Code. Board adopted revisions in standards, deleting separate nighttime limits on commercial content (see early board stories page 41). Specific anti-liquor and anti-bait-switch definitions were added.

Committee will be named to add teeth to radio standards, similar to Tv Code enforcement system. Symbol is planned for stations, including aural identification for subscribers. Special Radio Board meeting is planned in autumn to adopt enforcement plan. New day-night commercial content limits are based on present daytime scale ranging from 1:15 minutes commercial time in five-minute program, up to seven minutes for full hour. Walter Wagstaff, KIDO Boise, Idaho, is chairman of standards of practice committee that drew up changes.

Henry B. Clay, KWKH Shreveport, La., and E. K. Hartenbower, KCMO Kansas City, were re-elected chairman and vice chairman, respectively, of Radio Board.

President Harold E. Fellows was instructed to name committee to study present composition of Radio Board, including at-large delegates and system of conducting elections.

Association was instructed to ask FCC for 30 days delay in effective date of fm multiplexing order so effect of order can be reviewed. John F. Meagher, NARTB radio vice president, reported on steps taken toward extension of remote control privilege to all types of transmitters. Mr. Meagher reported on plans for Radio Day agenda at autumn regional meetings. First day will be radio, second will be Association Day and third will be Television Day.

J. Frank Jarman, WDNC Durham, N. C., and Ken Carter, WAAM (TV) Baltimore, were elected co-chairmen of Membership Committee succeeding Richard M. Brown, KPOJ Portland, Ore. William D. Pabst, KFRC San Francisco, was re-elected chairman of Finance Committee and Campbell Arnoux, WTAR-TV Norfolk, chairman of Tv Finance Committee. Ward Quaal, WLWT (TV) Cincinnati, was elected chairman of board By-Laws Committee.

Joint board meeting scheduled Saturday was to consider Capitol Hill situation, possible military demands for vhf spectrum space and revised contract for President Fellows (see story this page).

All radio directors attended except John F. Patt, WJR Detroit, who is ill, and Cecil B. Hoskins, WWNC Asheville, N. C.

Fellows to Head NARTB Five More Years, Then Consult

CONTRACT which would continue Harold E. Fellows as chief executive officer of NARTB for another five years, with provision for subsequent four-year consultancy and then retirement at 65, was agreed to in principle by Mr. Fellows and special negotiating committee last Friday, with confirmation expected by full board of directors meeting at Hot Springs, Va., at joint session scheduled for last Saturday.

Mr. Fellows met with contract committee Friday night, preparatory to combined board session following day. There had been several preliminary meetings to reconcile language. Negotiating committee members were Clair R. McCollough, Steinman Stations, and Henry B. Clay, KWKH Shreveport, chairmen of Tv and Radio Boards, respectively; Campbell Arnoux, WTAR-AM-TV Norfolk, and E. K. Hartenbower, KCMO Kansas City, vice chairmen, respectively, of two boards, and William D. Pabst, KFRC San Francisco, chairman of Finance Committee.

In broad outline, contract is understood to provide that, effective as of June 1, 1955, existing contract with Mr. Fellows be "picked up" and new five-year agreement to begin retroactive to that date. New contract would provide wage scale of $55,000 first year, and increase by $5,000 per year to $75,000 for fifth year, or in 1960. Mr. Fellows then would become consultant for four years at fee of $20,000 per year until he reaches retirement age of 65 in 1964. At that time his retirement annuity, based on present actuarial tables, would be $7,500. Mr. Fellows, who was 56 last March, draws $50,000 per year in fourth year of his original contract.

New contract also would provide for more than doubled expense allowances, now understood to be about $5,000 per year.

Plan likewise contemplates appointment soon of second-in-command at NARTB probably as executive vice president. Separate radio and television organizations, now headed by vice presidents, would not be disturbed and new appointee, in effect, would be successor to Robert K. Richards, who resigned year ago as administrative vice president to enter public relations practice and was retained by NARTB as consultant.

'Protest' Hearing Set for July 7

SENATE Communications Subcommittee hearings on bill (S 1648) to amend Sec. 309 (c) "protest" provisions of Communications Act (story, page 87) will begin at 11 a.m. July 7, Chairman John O. Pastore (D-R. I.) said Friday. FCC Chairman George C. McConnaughey is among Commission spokesmen expected to testify. Several others have expressed interest in testifying on bill, subcommittee said.

SECOND BEST

ABC-TV reported Friday that analysis of *Disneyland* "repeat" telecasts for which Nielsen original-vs.-"repeat" information is available shows that eight out of nine *Disneyland* "repeats" had higher share of audience than originals. For one telecast only, original was said to be slightly higher (5%).

• BUSINESS BRIEFLY

NEW ACCOUNT, NEW AGENCY • Clark-Cleveland Co. (Thyoquent, medication for acne), Binghamton, N. Y., preparing radio spot announcement campaign in disc jockey shows to appeal to teenagers, starting Aug. 1 in about 15 markets. Contracts will run 13 weeks. New agency, Ralph Allum Co., which officially opens July 1 at 34 East 51 St., N. Y. (Murray Hill 8-6485), is placing Thyoquent business. Mr. Allum, agency president, and Charles Weissner, executive vice president, and more than ten staff people were formerly with Roy S. Durstine Inc.

'HIT PARADE' TO RADIO • American Tobacco Co. (Lucky Strike cigarettes), N. Y., will return its radio version of *Your Hit Parade* to CBS Radio effective June 25, Sat., 10:30-11 p.m. Program was last heard on CBS network in 1947, has been running on NBC-TV Saturdays for past several years. BBDO, N. Y., is agency.

NEW PRODUCT • Lever Bros., N. Y., to introduce new product, Silver Dust Blue (clothes cleanser), is planning radio spot announcement campaign in about 50 scattered markets, effective July 18. Daytime only will be used. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, N. Y., will run from 15 to 16 weeks.

CAESAR'S CLIENTS • American Chicle Co., Long Island City, N. Y., through Dancer-Fitzgerald-Sample, N. Y.; RCA Victor, Camden, N. J., through Kenyon & Eckhardt, N. Y., and Lee Ltd., N. Y., through Erwin, Wasey, Los Angeles, will sponsor NBC-TV's *Caesar Presents*, effective July 4 (Mon., 8-9 p.m. EDT) as summer replacement for *Caesar's Hour*. Summer program will be produced by Mr. Caesar, who will appear on opening show.

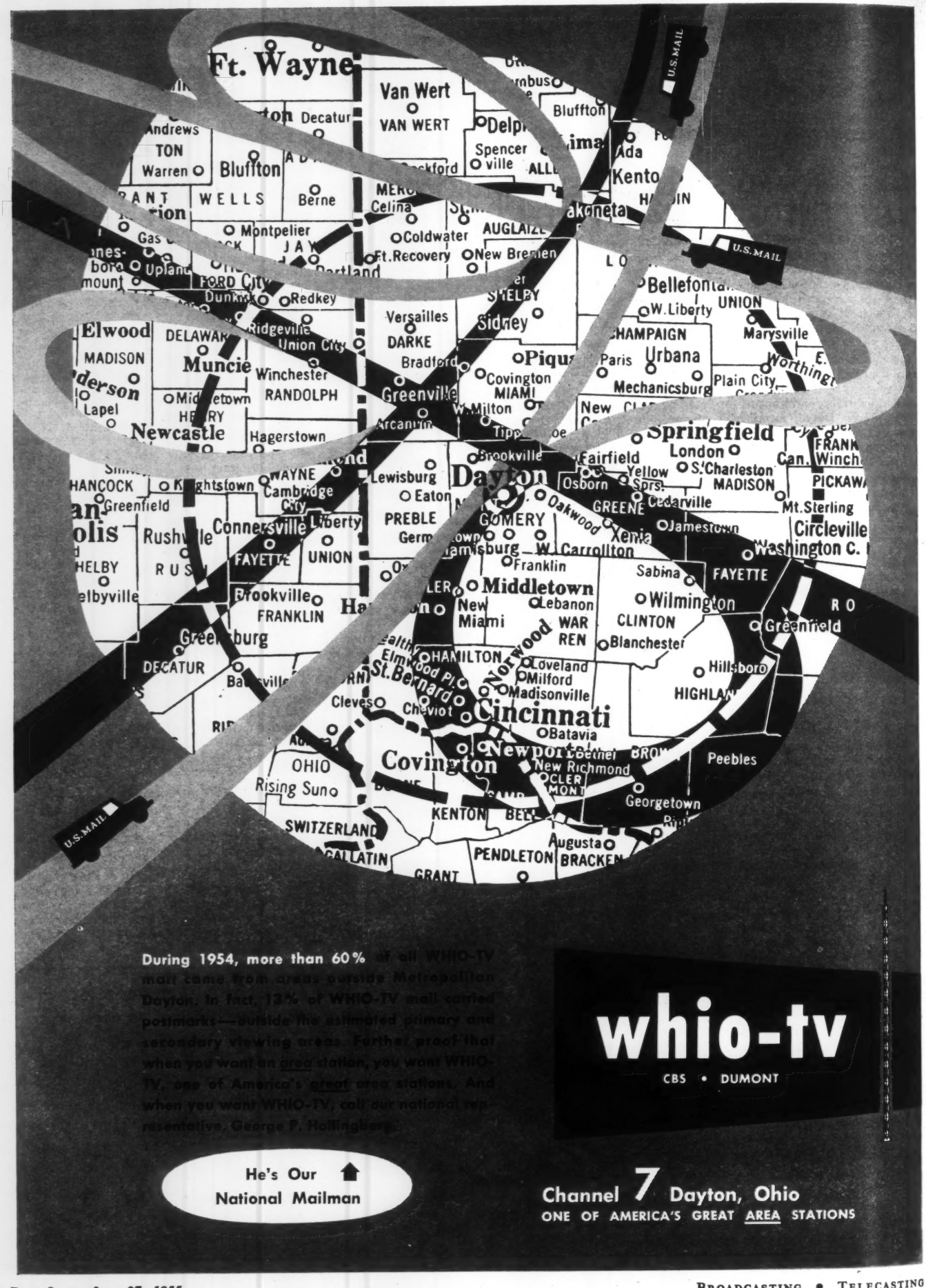
ON THE Q-T • Taylor-Reed Corp. has appointed Hicks & Greist, N. Y., to handle Q-T frosting mixes and Cocoa Marsh, effective June 15, in addition to E-Z Pop popcorn.

SUMMER SPONSOR • Lehn & Fink Products Corp., sponsor of *The Sunday Lucy Show*, CBS-TV, Sun., 6-6:30 p.m. EDT, to continue sponsorship of series through summer on behalf of hot-weather products. Agency: McCann-Erickson, N. Y.

Eleven-Hour Commercial

PROGRAM described as "Merchandising Telethon" by Ted Cott, general manager of DuMont Television Network's o&o stations, will be telecast Wednesday, 11:30 a.m.-10:30 p.m. by DuMont's WABD (TV) New York. Program will integrate tv programs and personalities with preview showing of television sets, hi-fi phonographs and radios from exhibition of Allen B. DuMont Labs' new fall line. Telecast will be done live from Park Sheraton Hotel.

Mr. Cott said telethon was "further extension of 'new look'" of WABD programming. Jack Siegrist, merchandising manager, Receiver Sales Div., DuMont Labs, said telecast is first time in tv or advertising history that full day and evening of television in major city "has been 'themed' to exploitation of a single product."



During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

He's Our National Mailman

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS

at deadline

Senate Bill Would End Newspaper Discrimination

BILL to bar alleged FCC discrimination against newspaper owners in radio and tv comparative hearing cases (see story page 92) submitted Friday by Sen. Carl Hayden (D-Ariz.) for himself and Sen. Homer E. Capehart (R-Ind.). Although similar to House bills submitted earlier in week by Reps. John V. Beamer (R-Ind.) and Oren Harris (D-Ark.), Senate version (S 2321) prohibits FCC from denying grant to newspaper applicant unless news monopoly would be created in community involved.

It also spells out that if Commission cannot find one of several applicants superior, fact of newspaper ownership may be considered as advantage or disadvantage in determining comparative qualifications of newspaper-connected applicant. Bill also forbids FCC giving any significance to editorial policy of newspaper.

Payne's New Bill Supports Stanton Politico Suggestion

BILL implementing recent proposal by CBS President Frank Stanton—to allow radio-tv networks and stations to present political candidates on news-type, panel, debate and similar type shows without being subject to "equal time" demands from other candidates—was introduced in Senate Friday by Sen. Frederick G. Payne (R-Me.).

Identical bill was introduced "for study" in House by Rep. Oren Harris (D-Ark.) [AT DEADLINE, June 13]. Sen. Payne, member of Senate Commerce Committee, in introducing bill, said that while broadcasters will be given "leeway" in regard to candidates on such shows, they "would be called upon to justify the exercise of their discretion" when their licenses are up for renewal.

Lobby Exemption Pending

RADIO and tv stations would be added to newspapers and regularly published periodicals now exempted from provisions of Federal Lobbying Regulation Act under provisions of bill (S 2308) introduced Friday by Sen. John F. Kennedy (D-Mass.). Sen. Kennedy, chairman of Senate Government Operations Committee's Reorganization Subcommittee, said he intends to hold hearings early in next congressional session on bill, which would revise and strengthen present Act.

Public Vote on Toll Tv Urged

SUPPORT of bill introduced by Rep. Frank L. Chelf (D-Ky.) that would prohibit FCC decision contravening "expressed will and desire" of public on pay-tv issue (see story, page 90) being voiced today (Monday) by Committee Against Pay-As-You-See Tv.

In policy statement, committee said "quickest way to kill pay-to-see tv . . . is to submit the question directly to the people, as proposed by Rep. Chelf." Committee said it "enthusiastically" welcomes any method devised for direct referendum, noting that it has been exploring ways to have issue included on election ballots.

RINGSIDE MILLIONS

ABC-TV claimed Friday that largest audience in history of *Wednesday Night Fights* viewed bout between Archie Moore and Carl (Bobo) Olson last week, with estimated 33 million viewing knockout sequence. Computation, made by ABC-TV, was based on Trendex figures giving 49% share-of-audience for first quarter-hour (10-10:15 p.m. EDT) and 54.6% for second quarter-hour. *Wednesday Night Fights* are sponsored by Pabst Brewing Co. and Mennen Co.

Schwimmer Says Show Will Go on Despite Suits

WALTER SCHWIMMER, president of Walter Schwimmer Co., distributor of *Championship Bowling*, asserted Friday that syndicated film series will continue despite suits against Peter De Met and De Met Productions, producer of film series. He said there is "no merit" in superior court suits by Matthew Niesen, bowling alley proprietor, who alleged non-payment of percentage from film version, "unfair competition" and ownership of format and title stemming from original live series from his alleys.

Hearing has been set before Judge George Fisher in superior court in Chicago Monday when plaintiff will seek to enjoin Schwimmer organization from allegedly threatening to "disturb distribution." Separate suits were filed June 21 and 23, the second also naming Brunswick-Balke, bowling organization also reportedly involved in film series.

Film version of *Championship Bowling* started last year, appears on about 75 stations in U. S.

WJMR-TV Can't Wait

WITHIN day after FCC issued notice proposing to permit uhf stations to radiate up to 5 million watts, uhf WJMR-TV New Orleans asked FCC for permission to move up to that power. Application filed with Commission Friday, although 5 megawatt proposal is still only that. Comments asked for by Sept. 1.

UPCOMING

June 26-29: National Adv. Industries exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.
June 28-30: Emerson Distributor convention, Hotel Plaza, New York.
For other Upcomings see page 121.

PEOPLE

RICHARD J. FARRICKER, manager of Kudner Agency's Detroit office, will join McCann-Erickson July 1 as vice president and account service group head on Chrysler Corp. institutional account. Mr. Farricker joined Kudner in N. Y. in 1948 after 10 years as copywriter for Cunningham & Walsh, became head of Kudner's radio-tv commercial department in 1950, moved to Detroit in charge of office and as account executive on General Motors Corp. account in 1953.

LES PETERSON, executive in charge of MGM radio-tv department, will head studio's tv operation in connection with newly negotiated ABC-TV *MGM Parade* series. Studio will have no video subsidiary as such.

FRED RICKEY, 34, free-lance television producer, died Friday of heart attack at his home in N. Y. At his death, Mr. Rickey was producing NBC-TV's *Wide, Wide World* color spectacular which is to be presented tonight (Monday).

BRUCE ENDERWOOD, creative supervisor on Bulova Watch and other products, McCann-Erickson, N. Y., has been appointed vice president of advertising for Gruen Watch Co. Mr. Enderwood held executive posts in advertising and radio-tv with Bulova, Biow Co. and Kudner Agency as well as Yankee Network.

MICHAEL A. PALMA, for past nine years with Transfilm Inc., N. Y., producers of tv and industrial films, has been named secretary-treasurer of company, replacing **HERBERT H. RABKE,** resigned.

JOHN HINES, Ogilvy, Benson & Mather, N. Y., to radio-tv department, Doherty, Clifford, Steers & Shenfield, N. Y., as senior copywriter.

FTC to Issue Rules For Radio-Tv Makers

NEW CODE of fair play in manufacture, sale and distribution of radios, tv sets and accessory parts is expected to be released by Federal Trade Commission tomorrow (Tuesday).

Called Trade Practice Rules for Radio & Television Industry, it will replace 1939 rules for Radio Receiving Set Mfg. Industry.

Code, among other things, is expected to delineate extent of advertising claims to be made for products involved. For example, there is reportedly stipulation on color tv, to avoid misrepresentation that ordinary monochrome set can receive color signals. Similar ban will be placed on claims that tv set can be converted readily to uhf when such is not case.

Other rules are understood to deal with general performance claims, deception as to size of tv picture and effectiveness of antennas.

Clarksburg Case Crops Up

IN VIEW of court ruling in Clarksburg, W. Va., economic protest case (newspaper v. ch. 12 grant to WBLK) that FCC must accord full evidentiary hearing, Broadcast Bureau Friday petitioned for further continuance of oral argument "hearing" now scheduled July 5 on NBC's proposed purchase of ch. 30 WKNB-TV New Britain, Conn., pending reconsideration of whether full hearing should be ordered there too. Earlier in week, ch. 2 WGR-TV Buffalo petitioned for full combined hearing on NBC's proposed purchase not only of WKNB-AM-TV but also ch. 17 WBUF-TV Buffalo and swap of network's WTAM and WNBK (TV) Cleveland (plus $3 million) for Westinghouse Philadelphia stations KYW and WPTZ (TV) (story page 83).

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KTLA'S Live PROGRAMMING

A TREASURE CHEST OF VALUES

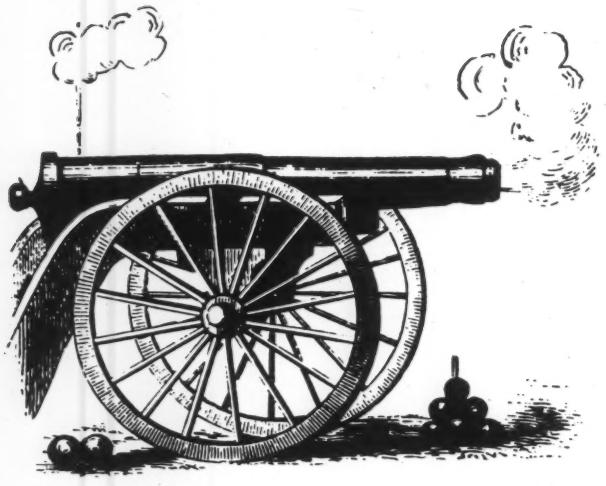
for these National Advertisers
in Southern California—

Dodge	*The Lawrence Welk Show*
Ralston Purina Company	*Bandstand Revue*
General Cigar Co.	*The Roller Derby*
Albers Milling Co.	*The Spade Cooley Show*
Ipana (Bristol-Myers)	*Western Varieties*
Simoniz Company	*City at Night*
Arthur Murray Studios	*The Orrin Tucker Show*

KTLA KTLA 5 Paramount Television Productions, Inc. **CHANNEL 5**

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

It's an Old America



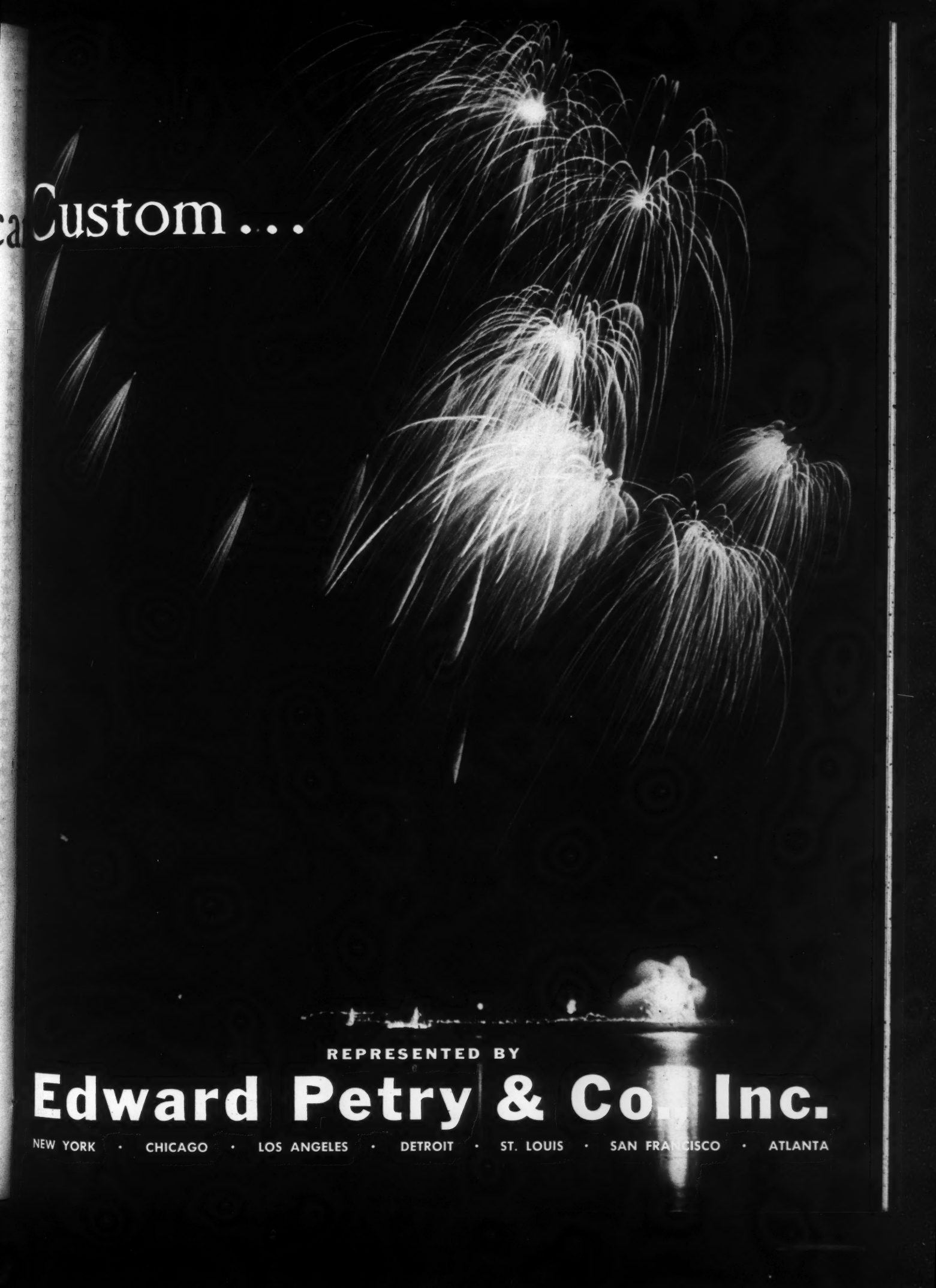
It all started at Concord with the "shot heard round the world"...and ever since we've celebrated Independence Day, every American has felt a sense of pride at the defiance of our little, unformed nation to the might of a great Empire.

And we can't help feeling a sense of pride at the loyalty which local viewers show for their favorite hometown programs. We're proud because they pay off to advertisers. It shows that the American people are still "home-folks."

WSB-TV . . . . . Atlanta	**KABC-TV . . Los Angeles**	**WENS . . . . . Pittsburgh**
WBAL-TV . . . Baltimore	**WTVW . . . . . Milwaukee**	**WOAI-TV . . San Antonio**
WFAA-TV . . . . . Dallas	**KSTP-TV . . Mpls-St.Paul**	**KFMB-TV . . . San Diego**
KOA-TV . . . . . Denver	**WSM-TV . . . . Nashville**	**KGO-TV . . San Francisco**
WICU . . . . . Erie	**WATV . . . . . New York**	***KTBS-TV . . Shreveport**
KPRC-TV . . . . . Houston	**WTAR-TV . . . . . Norfolk**	**KREM-TV . . . . Spokane**
WJIM-TV . . . . . Lansing	**KMTV . . . . . Omaha**	**KOTV . . . . . Tulsa**
KARK-TV . . . Little Rock	**WTVH-TV . . . . . Peoria**	**KEDD . . . . . Wichita**

ABC Pacific Television Regional Network

**On air—Sept. 1st, 1955*


ca Custom . . .
REPRESENTED BY
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · ATLANTA

The **CALIF.-ORE. TV TWINS**

the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

two markets one billing

MARKET FACTS

POPULATION	291,906
FAMILIES	91,220
RETAIL SALES	$378,018,000
CONSUMER SPENDABLE INCOME	$426,188,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."

CBS

for CALIF.-ORE. TV TWINS
call DON TELFORD Mgr.
TWX Eureka 16

or ask HOAG-BLAIR national representatives

IN REVIEW

THREE FOR TONIGHT

FOR a full hour, minus time for commercials, song and dance entertained CBS-TV's audience Wednesday night.

As suspected, the original Broadway musical, "Three for Tonight," had no need to resort to contrivance for its appeal. Once again, the freshness of a show just off its New York run emphatically demonstrated that a seasoned cast can ease the burden of production over to where it belongs—on the camera and the tv director.

This was the show as it had appeared on the boards since April—it closed its New York run only a few days before the telecast, re-opening in Hollywood and thereafter becoming a "test case," i.e., will telecasting a theatre production nationally help or hinder its box office?

Brightened by the famous dance team, Marge and Gower Champion, and the actor-folk singer Harry Belafonte, the program was a creative uplift (and conceivably more entertaining as tv fare than it has been on the stage).

"Three for Tonight" premised its dance and songfest on talent and on audience imagination. Unlike most Broadway musicals, this one was split into segments or "numbers" with actor Hiram Sherman providing the "continuity" in his narration. Both these reasons—the dependency on audience reaction and the sequences (you could have tuned in at anytime within the hour)—made this show especially adaptable to tv.

Television was a good vehicle to convey the artistry of the show and the full-bodied flavor intended by its authors and producer, just as had been the case with NBC-TV's presentation of the Broadway "Peter Pan." Of course, "Three for Tonight" was no "Peter Pan" and probably fortunately so, for too many video "Peter Pans" certainly would work toward spoiling the creative, experimental pot.

In the main, the show was built around the Champions and Mr. Belafonte. Mr. Belafonte is stimulating among outstanding performers, and, although he's been seen on tv before, there ought to be more like him. The camera work for Mr. Belafonte's renditions—particular note should be made of the interpretation of the New Orleans' famous funeral march, "The Saints Come Marching Home"—was excellent. The husband-wife dance team are "champions" in ability as well as in name.

If there be a dissenting note, it is to regret and to abhor the demand for cutting an original production to fit the rigid requirement of on-air schedules.

It also could be noted that not all productions lend themselves to immediate orientation since the viewer, of course, is at home—probably in his living room—not in a theatre seat. Some method of introduction ought to help—and at best, ease the transition a bit—one thing lacking in last Wednesday's telecast.

Network: CBS-TV, Wed., 10-11 p.m. EDT
Sponsor: General Foods Corp. through Benton & Bowles
Producer: Paul Gregory
Staging & Direction: Gower Champion
Director for Television: Bill Colleran
Scenic and Design: Richard Jackson
Set Director: Gene Callahan
Lighting: Sal Bonsignore
Tv Script Adaptation: William Nichols
Lyrics & Special Material: Robert Wells
Original Music: Walter Schumann
Conducted by: Richard Pribor; guitarist for Mr. Belafonte: Millard Thomas; musical arrangements: Nathan Scott
Technical Director: Hal Warner
Costumes Supervisor: Bill Griffen

ROY ROGERS RODEO

A PLEASANT change-of-pace was provided the viewing audience last Tuesday night when NBC-TV presented the one-shot Roy Rogers Rodeo from San Antonio.

The show, though nothing sensational, was refreshing and displayed genuine western activity. The kids must have loved it.

Polished performances by all the show's members including, of course, those old troupers Roy Rogers and his wife Dale Evans, made the rodeo easy to take. It was the kind of show that would have had a new dimension had it been in color.

It is significant that a show aimed at children, with cereal commercials to match, was the one chosen by the advertiser to fill a time segment occupied during the "winter" by a supposedly adult comedy show.

Director: Bill Bennington
Producer: Bill Kayden
Announcer: Peter Logan
Cast: Roy Rogers, Dale Evans, Sons of the Pioneers, world champion rodeo cowboys, Pat Brady and horses Trigger and Trigger Jr.
Sponsor: General Foods through Benton & Bowles

* * *

BOOKS

CREATIVE ADVERTISING, by Charles L. Whittier. Henry Holt & Co., 383 Madison Ave., New York 17, N. Y. 585 pp. $8.50.

MR. WHITTIER, former vice president and director of Young & Rubicam, has written an all-round advertising treatise, which can be used as a text by the student, a working manual by the tyro and a reference book by the veteran advertising practitioner. Starting with a "wide angle look" at advertising, the volume goes on to discuss the various ways of expressing the advertising idea and the technical background of advertising.

COLOR

Advance Schedule Of Network Color Shows

CBS-TV

No color during remainder of June; July and August not yet announced.

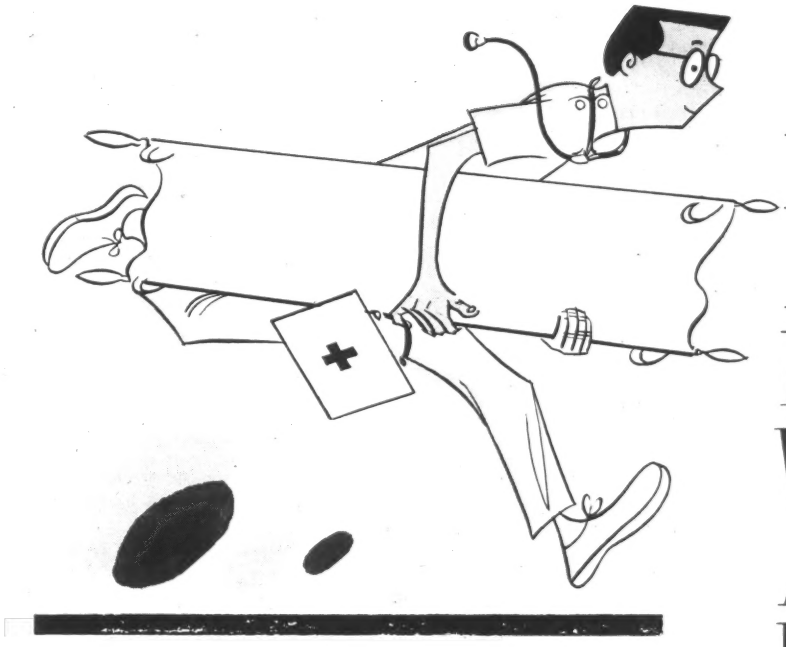
NBC-TV

June 27 (8-9:30 p.m. EDT) *Wide Wide World.* Besides commercials in color there will be two color pick-ups—8:09-8:20 and 8:44-8:54 p.m. from the Carter Barron Amphitheatre in Washington, D. C. RCA through Grey Adv., and Ford through Kenyon & Eckhardt.

July 25 (8-9:30 p.m. EDT) *Producers Showcase,* no title as yet—Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]



FIRST AID FOR WILTED AD BUDGETS

If your clients' budgets shrink (a common summer occurrence) revive them by taking advantage of WFAA-TV's Class "C" package plan. Healthy audiences in all categories are yours at discounts up to 55%. This first aid technique gets more-than-double duty from limited appropriations, a refreshing arrangement in any season!

AND CHECK THESE SUMMERTIME FACTS: When you can fry an egg on the sidewalk, Dallasites aren't about to stay outside and fry with it—because Dallas is one of the most air conditioned cities in the world.* So consumers watch television and shop in cool comfort.

THE RESULT: You can hit this cool market with a revived budget that will take the sag from your summer sales. WFAA-TV or your Petryman will be glad to supply rates and availabilities.

*Dallas residences are cooled by nearly 110,000 refrigerated units — plus an even greater number of evaporative units.

Channel 8
WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

OPEN MIKE

Reader Response

EDITOR:

This is to thank you for the nice write-up . . . in your May 23 issue in your department "ON ALL ACCOUNTS."

I have had a great many friends here call me upon seeing the article. . . .

R. E. Jacobson
William W. Harvey Adv.
Los Angeles

Baseball on the Air

EDITOR:

We would appreciate getting a list of the number of major league teams, both National and American, who telecast their games. We would appreciate learning whether they telecast home games or away, and how many of each. . . .

We usually have the above information in our files, clipped from your magazine, but this year we must have missed it.

Jack F. Koons, Jr.
Midland Advertising Agency
Cincinnati

[EDITOR'S NOTE: A detailed story on major league television schedules from B•T March 7 has been sent to Mr. Koons.]

Booming Am Business

EDITOR:

There is nothing wrong with the radio business at all. . . . The fiscal year of Rollins Broadcasting Inc. [WRAD Radford, Va.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WAMS Wilmington, Del.] which runs from April to April showed that this past year all Rollins stations had an increase in national business, with the total combined sales figure up 45% over the last year.

Graeme Zimmer
National Sales Director
Rollins Broadcasting Inc.
New York

EDITOR:

We are claiming a record among radio stations that have been on the air three years or longer . . . KLMS in the week May 29 through June 4 carried 71 accounts who used an average of more than 15 spots each to build local business, exclusive of program time. Business booked by KLMS to date in 1955 approximately equals our total 1954 broadcast income. . . .

Frank Stubbs, Gen. Mgr.
KLMS Lincoln, Neb.

Who's in Charge?

EDITOR:

What is radio trying to sell?

From what I've seen, radio is trying to sell "spots," "programs," "announcements," "adjacencies," "participation," and "continuity."

Maybe what radio should be trying to sell is "advertising."

The lead article in your 1955 BROADCASTING YEARBOOK is titled, "Analysis of 1954 Radio Advertising," yet on page 6 at the bottom of the page there is a list of executive personnel abbreviations used throughout the YEARBOOK. Nobody seems to be in charge of "advertising."

Is there a radio station anywhere in North America with an advertising director, a man in charge of seeing that advertisers get the best advertising possible?

Well, is there?

Rod Walter, Prog. Dir.
KSRV Ontario, Ore.

IN PUBLIC INTEREST

Stations Aid Search

WKZO-AM-TV Kalamazoo, Mich., has received wire service commendation for its handling of reports on the rape-slaying of an eight-year-old girl in that city. The station featured the investigating officers with movies and stills to deliver the plea to the killer to surrender himself. WKZO-AM-TV simulcast reports and pleas to listeners, receiving praise from the Associated Press and other services after the girl's body was discovered.

Roadblock in L. A.

A SPECIAL hour-long report on the troublesome Los Angeles transportation problem, *Roadblock*, has been transcribed by KNX Hollywood and presented on three consecutive days to reach the largest possible audience. Several months went into gathering material and tape-recording numerous interviews with responsible public and transportation officials. Almost the entire news staff of the Columbia Pacific Radio Network, Hollywood, was occupied on the project, KNX executives noted.

'Prepare!' for Civil Defense

DESIGNED to inform and educate Los Angeles area residents in all phases of civil defense, KNXT (TV) Hollywood has started a 13-week, quarter-hour series called *Prepare!* With films and live demonstrations, civil defense authorities will show survival techniques. Effects of radioactive fallout, first aid hints, rescue training, home nursing, fire prevention and other civil defense subjects will be discussed.

'Garden of Fragrance'

LISTENERS to WMGM New York's *Happiness Exchange* have contributed $2,000 for the construction of park benches in the new "Garden of Fragrance for the Blind" at the Brooklyn Botanic Garden. Names of donors will be inscribed in braille on the side of the benches.

UCP Slates Telethons

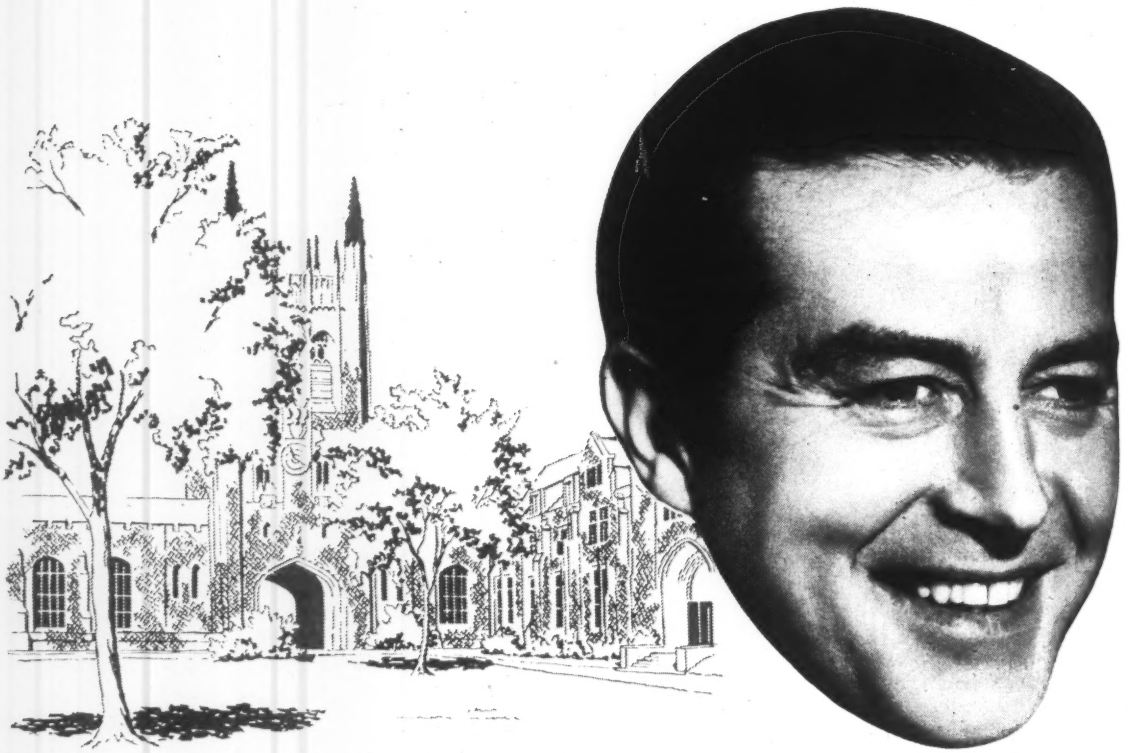
UNITED Cerebral Palsy has announced that five telethons have been scheduled for the remainder of the campaign year, supplementing 26 held since last October. Latest scheduled telethons are at WEAR-TV Pensacola, Fla., and KWTX-TV Waco, Tex., last Saturday and Sunday; WLOS-TV Asheville, N. C., and KGUL-TV Galveston, July 16-17, and WBRC-TV Birmingham, Ala., Sept. 17-18.

JOHN C. MULLINS, new owner and president of KBTV (TV) Denver, spends some time with the young patients at Denver's Children's Hospital as he presents them with two 21-inch tv sets, making it easier for them to watch *Disneyland* on KBTV.

WE'RE MOVING!
TO CBS
NEW TIME 10 P.M. (EDT.) ALTERNATE WEDNESDAYS
EFFECTIVE JULY 6
"LIVE" FROM COAST-TO-COAST
U.S. STEEL HOUR
produced by THE THEATRE GUILD
1ST SHOW!
WALLY COX • JOSEPHINE HULL
BETSY PALMER • KENNY DELMAR
STAR IN
"The meanest man in the world"

NOW ... *the first top situation com*

THE RAY MILL



tio comedy *to hit syndicated TV*

Available first-run in over 100 markets. Hilarious half-hour comedies starring Ray Milland, one of America's most popular actors. Sponsored for two straight years by General Electric.

LAND SHOW

52 half-hour films

are immediately available for local or regional sponsorship from

Academy Award winner for his starring performance in "Lost Weekend."

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

MCA TV

Film Syndication

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY

BEVERLY HILLS: 9370 Santa Monica Blvd., CRestview 6-2001

ATLANTA · BOSTON · BUFFALO · CHICAGO · CINCINNATI · CLEVELAND · DALLAS · DETROIT · HOUSTON · INDIANAPOLIS · KANSAS CITY, MO. · MINNEAPOLIS
NEW ORLEANS · NEW YORK · PHILADELPHIA · PITTSBURGH · ROANOKE · ST. LOUIS · SALT LAKE CITY · SAN FRANCISCO · SEATTLE · TORONTO · LONDON · PARIS

up, up, up

June 1st

Sales Management's "High Spot Cities" shows Lubbock, Texas 4th in city-national index on retail sales

(and Lubbock's total retail sales are greater than the other top three cities)

June 1st set count: 83,450

affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

PROMOTION PLANS for CBS Radio's summer schedule are discussed between executives of the network and Joseph Katz Co., Baltimore agency whose client, American Oil Co. (Amoco), during the summer months will sponsor the full-hour CBS Radio Sunday afternoon series *Rhythm on the Road*. L to r: seated, John Karol, CBS Radio vice president in charge of network sales; John F. McHugh, senior vice president, Joseph Katz Co.; standing, Murray Salberg, manager of program promotion, CBS Radio; Sherril Taylor, network co-director, sales promotion and advertising; Frank Nesbitt, director of sales development, CBS Radio; Howard Cann, network account executive, and Robert Swan, vice president in charge of radio-tv for the Joseph Katz Co.

VIETTI FOOD Co. of Nashville, Tenn., contracts for 13-week sponsorship of *Tales of Tomorrow* over WSAZ-TV Huntington, W. Va. L to r: Elizabeth S. Conaty, national sales director for WSAZ-TV; Charles Duling of Duling Bros. Brokerage; Robert E. White (standing), WSAZ-TV sales manager, and Raymond Creamer, salesman for the station.

RED BUD Food Stores becomes the first local sponsor of the *Million Dollar Movies* series over KWTV (TV) Oklahoma City, Okla. L to r: seated, J. R. Williams, supervisor of Red Bud stores; C. W. Friou, Red Bud advertising manager; standing, Charles Keys, KWTV sales representative, and Maury Ferguson, owner of the Oklahoma City agency bearing his name.

PETER McGOVERN (seated), sales manager of WCOP Boston, signs a contract with Victor Francis (r), regional manager of the Greater Boston Dodge Dealers, for the latter's sponsorship of *Sports Page on the Air* with Hal Laycoe (l), Monday through Saturday at 6 p.m.

CHARLES PERELMAN of the King Jewelry Co., Wheeling, W. Va., signs for King's sixth consecutive year of Cleveland Indian baseball broadcasts over WTRX-FM Bellaire, Ohio. Witnessing are William Greaver (l), WTRX sales representative, and Frank Curtin, manager of the station.

WKYR in Keyser, W. Va.
goes to 5,000 Watts

We're back pretty far in the mountains, and the news never reached us that radio was dead.

So . . . having 1000 watts of power reaching about 105,000 folks, we sought 5000 watts which would extend our service to 368,520.

And the Federal Communications Commission said, "Go ahead!"

WE DISCOVERED SEVERAL INTERESTING THINGS:

One of the stations in our coverage area immediately applied for an increase in power.

Advertisers in our present, as well as our predicted area of coverage, applauded our plans.

Manufacturers still produce and sell radio transmitters.

And people buy sets.

We salute the Commission, which believes radio is growing; progressive radio stations, the manufacturers, our advertisers and our listeners—all of whom seem to share the same conviction.

And — humbly — we invite into this company of the faithful, the national purveyors of goods and services.

Because we have discovered something else . . .

ALMOST ALL NATIONALLY ADVERTISED GOODS AND SERVICES ARE CONSUMED LOCALLY.

P. S. We mentioned all of this to several big station representatives. Seems they're pretty busy. Thus, if you're interested, call us collect at Keyser 3011, and ask for Tom Butscher, the manager. He's not always on the premises, because he's out selling; but he will get your message.

WKYR

"The Country Music Station"

Studios in Keyser, West Virginia, and Oakland, Maryland.

Keyser, W. Va. 5000 Watts on 1270 KC

A PATTERSON-RICHARDS STATION

Associated with WHAR, Clarksburg, W. Va.

An area Pulse report for March '55, on radio and television listening and viewing in 22 Middle Georgia counties proves again that nobody . . . no . . . nobody covers our share of Dixie like we do . . . even including Mother Nature's dew.

A close study of the Radio Pulse shows that WMAZ Radio has more listeners at 6:00 AM or 11:00 PM than any other station boasts at any hour of the day or night. Our audience at 8:00 AM or 7:00 PM is more than twice the audience of any other station at this same hour or any other hour of the day or night.

In fact, we've got so many listeners, and business is so good, we're going to stop working on this "ad" and get back to our main job of serving our people and our customers.

Cobbs

P. S. If this doesn't fill our space just tell 'em we hold an average of 70% of all TV viewers on a weekly basis, regardless of the hour of day. All top fifteen shows at night and all top ten shows in daytime are on Channel 13 . . . WMAZ-TV. (Same area Pulse, March 1955.)

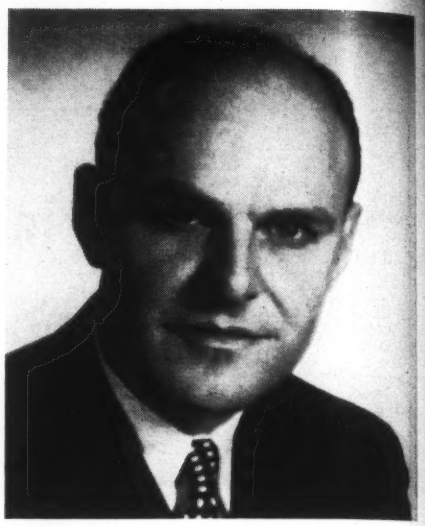
P. P. S. If there's any white space left, regardless of the Supreme Court, leave it white.

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to CARL SMALL WARD



IT IS no wonder that Carl S. Ward, general manager of CBS-owned WCBS New York, is an unqualified booster of radio's past, present and future: He has spent more than 19 of his 39 years, exclusively, in the aural medium, except for three years in the Navy.

From his radio initiation at KWTO and KGEX Springfield, Mo., back in 1936, through a series of progressively better positions at other stations, Mr. Ward literally "grew up" as radio flourished. Today, he is no longer restive about the inroads of television on radio's popularity and sell ability, but asserts:

"The outlook for radio stations, such as WCBS, is definitely bright and there is considerable reason to believe there will be increased time purchased in all time periods rather than the present heavy concentration during daytime. Despite lowered ratings in some cases, the advertisers can buy nighttime listeners at lower cost per thousand at a price equal to or below that of presently preferred morning periods. Additionally, there are increasing numbers of radio advertisers whose purchases of radio time are made in a saturation pattern, with the result their schedule covers all parts, or most of the broadcast day."

Carl Small Ward, who was born at Fort Scott, Kan., on Oct. 5, 1915, and raised in Springfield, swerved from a planned career in the newspaper field during his senior year at Southwest Missouri State College in Springfield, from which he graduated in 1936. The dip into radio, according to Mr. Ward, stemmed from his activities as a college debater.

"The Rotary Club of Springfield asked our coach to send one member of the team to speak at a luncheon," Mr. Ward recalled, "and I happened to be chosen. Ralph Foster, president of KWTO, was there and later invited me to drop by his station to see him with the idea of doing something in radio."

The upshot of the conversation with Mr. Foster was the launching of a program titled *Carl Ward, the Word Man,* which dealt with the proper usage and pronunciation of words.

Following his graduation from college that year, Mr. Ward continued his program and assumed additional duties as continuity writer for the station. Subsequently he moved into the news department and in 1938 was appointed sales promotion manager.

Mr. Ward satiated his early desire for newspapering by spending his "spare time" as a correspondent for various news services.

"For a few extra 'kicks,'" Mr. Ward added, "I handled public relations for the flying service in town."

Mr. Ward's training as a flyer, dating back to 1939, stood him in good stead during World War II. He relinquished his post of sales promotion manager of KTTS Springfield in 1942 to join the U. S. Navy as a pilot. He served principally as an air instructor through 1945 and was released as a lieutenant, senior grade.

Late in 1945, with sales promotional background at KWTO, KGEX and KTTS behind him, Mr. Ward set his sights a trifle higher and accepted the job of sales promotion manager of WCCO Minneapolis, then a CBS owned-and-operated station. In six years at WCCO, he advanced through the ranks as a salesman, assistant sales manager and assistant general sales manager. On Aug. 27, 1951, he was appointed general sales manager of WCBS New York.

In his four years at WCBS, Mr. Ward has placed into practice one of his credos: build audiences, and sponsors will come along. As a means of building audiences, Mr. Ward revamped the local programming structure of the station, with every show except news rescheduled in another time slot, replaced or reorganized. These moves were effectuated in line with the philosophy that listening patterns have changed and radio must gear its programming to listeners' requirements.

Mr. Ward believes strongly in a station built around personalities who sell as well as entertain. In addition to Jack Sterling, Bob Haymes, Martha Wright and Galen Drake, the station roster also includes Lanny Ross, John Henry Faulk and Bill Leonard. Mr. Ward says all of them have built loyal followings.

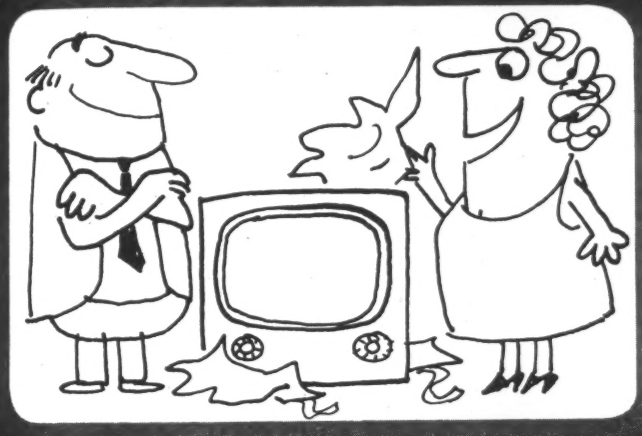
The wisdom of Mr. Ward's changes is readily apparent. In the face of declining revenue from network business over the past four years, total billings for 1955 are expected to be slightly larger than those of 1951. He reported that in 1953 spot billings were 16% above those of the previous best year in the station's history (1951) and said 1954 topped 1953's record.

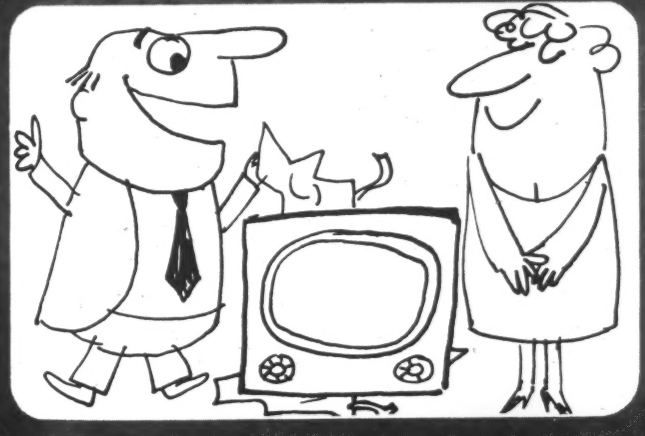
Until recently WCBS shied away from the practice of using disc jockeys, but instead relied upon "personalities" who had talents as singers, humorists or anecdotists. Six months ago, the station hired Bill Randle, a Cleveland disc jockey, to conduct a program on the station on Saturdays from 1:30 to 6 p.m. This step was undertaken with the thought that listening on Saturday should be more relaxed and casual and aimed at the large out-of-home audience. One index of its success is that its audience size has almost doubled since inception.

Mr. Ward married Lorraine Connor of Minneapolis in 1947. They have two sons, Steven, 5, and Randolph, 2. Their family home is at Westport, Conn.

The pressure of station duties has forced Mr. Ward to give up flying and he now finds relaxation in fishing. He is a member of the Sales Executives Club of New York and the Advertising Club of New York.

We're topping 'em all in saturated San Diego!





San Diego has more TV homes than Denver, San Antonio or Portland, Ore.*!

We dominate this vast audience day and night, month after month (after month)!

Take Pulse-1955: Out of 458 quarter-hour periods, KFMB-TV scores 321 wins! Tops 71% of *all* the time!

**Television Magazine, Feb. 1955*

KFMB TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

FIRST
IN RADIO!

FIRST
IN TV!

KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

THOMAS BROOKS ADAMS

on all accounts

RADIO and tv and Thomas Brooks Adams always have been on familiar terms, particularly during most of his pre-award years. The award, incidentally, naming Mr. Adams as "Outstanding Young Advertising Man of the Year," was made official Tuesday in New York by the Assn. of Advertising Men & Women.

"I'm confused by it all," said Mr. Adams in a telephone interview at his office in Detroit where Campbell-Ewald Co. headquarters. "I sort of feel sorry for the profession. There ought to be more advertising talent around."

Mr. Adams, general assistant to the president at Campbell-Ewald, apparently needs only to look at his own record as college student, athlete, Navy pilot, agency executive and community leader—activities which won him the 1955 "outstanding" honor.

Before Mr. Adams was graduated with a B. A. degree from Wayne U., where he stood out as a crackerjack halfback and track man, he already had earned his airwave wings as part-time announcer at WWJ Detroit.

Out of school, Mr. Adams was in the Navy, flying 111 missions in the Pacific and surviving enemy fire that caused him to crash two planes.

While in the Navy, he met Henry G. (Ted) Little, then a top executive at Nash-Kelvinator and to whom Mr. Adams confided a long-felt desire to enter the advertising field. Mr. Little remembered the youngster and in 1945 as general manager of Campbell-Ewald, hired him.

Mr. Adams joined the radio department; became assistant on the Chevrolet account; in 1947 was placed in charge of the new Detroit Chevrolet Dealer Assn. account, working out the plan for operation of C-E's field office operation, and by 1952 became account executive for Chevrolet's national used car advertising. Last January, Mr. Adams was elevated to assistant to President Little.

Nowadays, Mr. Adams keeps his hand on C-E's 41 accounts, assists on agency personnel recruitment and administrative duties.

A Detroit native—born in that city Sept. 16, 1919, Mr. Adams lives with his wife, the former Mary Bryant of Detroit, and their three children, Janis, 9; Julie, 7 and Kathleen, 2½, at suburban Lathrut Village. He works on behalf of Junior Achievement, Parent-Teachers Assn. and Detroit Juvenile Court (counseling) and enjoys golf, hunting and fishing.

Why couldn't he appear in person in New York for his award? "I've got two meetings this week with clients involving the calling in of field people and elaborate presentations all of which demand my presence." No time in his schedule for award receiving.

OVER 40%

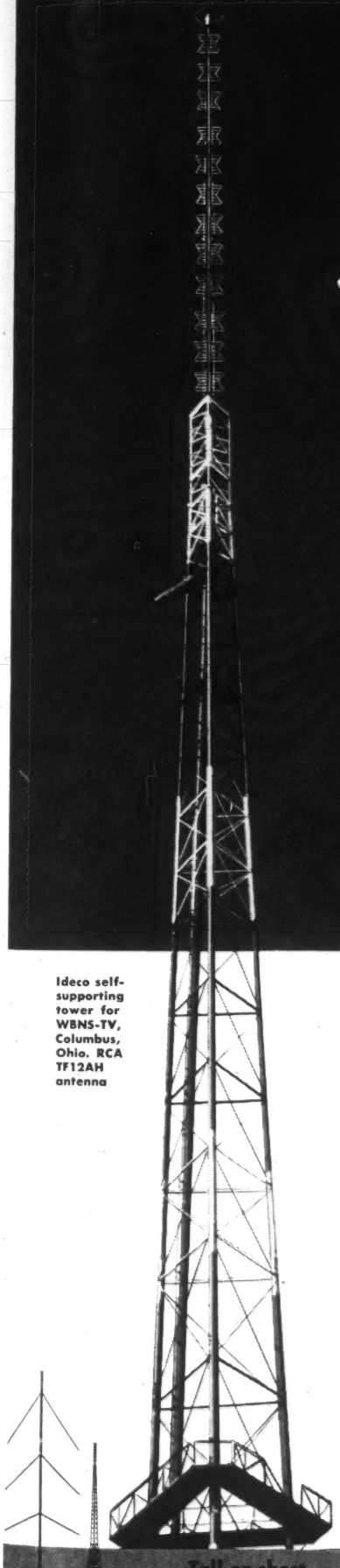
of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, **Towers by IDECO.** IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

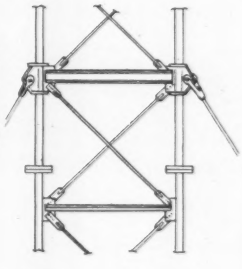
*Tower height data from TV Factbook, spring 1955 edition.



Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.



IDECO®

DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

AL ROSS, "TIMEKEEPER"...

your personal radio salesman in Washington

Beginning July 1, Al Ross will bring his personal touch to a great new early-morning radio show . . . and its commercials. He's "Your Timekeeper" on WRC, 6:15-9:30 Monday through Friday and 6:15-8:00 Saturday mornings.

Al is one of the most phenomenally successful disc jockeys in the East . . . and for very good reasons. His entertainment has that personal touch. Al has a knack of selecting the hits from the current releases and picking everybody's favorite old timers. And as "Your Timekeeper" he delivers a smooth, easy blend of headline news, time checks, weather reports and sports that's just right for the early morning. The commercials get the same treatment. Al uses sound effects, recorded excerpts and several different voices to make commercials a joy to hear and a goldmine to sponsors.

For years national advertisers such as Wildroot Hair Tonic, Pall Mall Cigarettes, and Fels Naptha have been building their spot radio schedules in Baltimore around Al Ross. Now if you want a personal representative in Washington to carry your story home to America's richest mass market, Al Ross is your man. Call your NBC Spot Sales representative or

WRC NBC RADIO

IN WASHINGTON

represented by NBC SPOT SALES

BROADCASTING TELECASTING

June 27, 1955 Vol. 48, No. 26

IS REALLOCATION THE ONLY WAY OUT? HERE IS THE EVIDENCE

SLOWLY, inexorably, the FCC is being pushed into a position where reallocation may be the only answer to current complaints about vhf-uhf, about a national competitive television systems, about the big interests and the little guys, about the military vs. the lower vhf tv channels.

All signs seem to point this way, but none is clear and distinct as yet.

Item: A group of top ranking broadcast and industry engineers has been formed into an *ad hoc* committee to study the vhf-uhf allocation picture.

Item: The top drawer Joint Technical Advisory Committee—comprising scientists representing the august Institute of Radio Engineers and the practical Radio-Electronics-Television Manufacturers Assn.—has put it squarely up to the FCC: There should be a long-range study of frequency utilization so that channels can be used to their optimum. This may or may not result in service shifting.

Item: The FCC on June 27 hears oral argument on five groups of de-intermixture petitions. There are a dozen more petitions asking for de-intermixture in the FCC files. This might be termed regional reallocation.

Item: The pressures for more channels—from safety and special services—increases almost daily.

And in its step-by-step route to ameliorate the vhf-uhf conflict, the FCC continues to try to help uhf stations by increasing maximum power to five megawatts, by permitting 100 w, low power stations anywhere.

Even the by-now skeleton Uhf Industry Co-ordinating Committee cries for a freeze—albeit a 90-day stoppage—to maintain some semblance of status quo until the FCC can do something about de-intermixture. It even, it seems, has begun to abandon uhf itself—it asks for reduced spacing between vhf stations and directional antennas to permit drop-ins.

The big question now seems to be how to squeeze in more vhf channels.

THE ENGINEERS PONDER

A NEWLY-FORMED *ad hoc* engineering committee, which has been asked to make a study of the television allocations table, left Capitol Hill last Tuesday with a bare working plan for conducting the study and with a virtual carte blanche from the Senate Interstate & Foreign Commerce Committee on a time to report back with its findings.

The 13 communications industry engineers met in a closed session Tuesday morning with the Senate group, heard from Commerce Committee Chairman Warren G. Magnuson (D-Wash.) a general outline of methods and aims for which their aid had been sought and returned in the afternoon to a closed meeting of their own to organize, elect leaders and lay out skeleton plans for carrying on the study.

The engineers chose as their chairman Dr. Edward Bowles, consulting professor for industrial management at Massachusetts Institute of Technology and general consultant to the president of Raytheon Mfg. Co. Named secretary was Donald G. Fink, Philco Corp. research director, recommended for the *ad hoc* committee by Radio-Electronics-Tv Mfrs. Assn.

ACTION ON THE AIRWAYS

- **Top engineers urge long-range plan for better use of spectrum,**
- **but more immediate solutions are sought in vhf-uhf dilemma.**
- **FCC proposes 5 million watts for uhf**
- **and fixes 100 watts minimum for cheap tvs.**
- **Big question now is how to squeeze in more vhfs.**

At a news conference following the brief morning meeting, Sen. Magnuson said his committee is considering enlisting the assistance of other outside organizations such as research foundations, to study other phases of the Senate group's investigation of network and uhf-vhf troubles.

After the 2½-hour afternoon meeting of the engineers, Dr. Bowles said it had been decided that each member would write down the various problems as he sees them, with recommendations for their solution based on his own observations, and mail them to the chairman together with his ideas for conducting the study. The problems then will be collated and studied, Dr. Bowles said, and specific assignments given to "working groups" within the *ad hoc* committee on the several phases.

No plans have been made for the next meeting, he said, and ideas will be exchanged by correspondence and telephone.

A fair amount of skepticism arose both during and after the two meetings—from within and without—on the means and ends to be attained by the engineering group in carrying out the Senate committee's intent.

• **Electronic errors.** The first difficulty came when some of the engineers wanted the senatorial use of communications language narrowed to realistic, engineering terms, causing one source to remark that some of the engineers came prepared to show senators what the latter "don't know about radio and tv." Did the senator know that addition of "new" vhf channels would require conversion of present vhf sets? Or that if existing vhf channels are added to a city they normally must be added at the expense of other cities?

• **Where to from here?** The engineers next wanted from the senators some "ground rules" for the study. It's difficult to make a study without soon getting into sociological and economic factors, they said. Why didn't the committee set limits for the engineers? Can you give us some idea of just what you want?

• **How much time?** There were various shades of belief on just when the senators wanted the report. One engineer participant insisted that he understood during the discussion that the engineers' report on the study could wait until the first of next year, or longer; that hearings would not be held until next year. Others thought it was clear that the senators had asked for the allocations study report in time for Senate committee hearings which have been announced as planned next fall. (Sen. Magnuson told the Tuesday news conference that while no deadline had been set, he hopes for the report in time for the hearings in the fall.)

• **What about uhf?** Some of the engineers pointed to the committee's oft-repeated intentions in the past several months to help the cause of uhf, then back to Sen. Magnuson's announcement the week before [B•T, June 20] (and his statement to the engineers) which, they said, dealt mostly with vhf. Was he still inter-

ested in keeping both uhf and vhf in a national tv system? One source said frankly that he detected the hand of "the uhf people" in the four points covered in the Magnuson statement (three new vhf channels, use of unclaimed vhf assignments, "drop-in" and directionalization, "selective de-intermixture"). The quickest way to kill uhf, said one engineer, is to find some more vhf channels.

• **How many networks?** One engineer put it this way: There are enough vhf channels for one strong network; there are problems with vhf-only for two networks, and with three networks there definitely aren't enough vhf channels.

Sen. Magnuson at the news conference said his committee had been negotiating with one foundation to carry out a part of the work in the overall tv networks and uhf-vhf study. He said such groups as Brookings Institute, Carnegie and Ford foundations and others could conduct certain phases for the committee. The committee, he said, does not have enough money to make all the planned studies with its own staff. He said some information, such as network affiliation contracts, can be obtained from the FCC after its proposed $80,000 study of broadcasting.

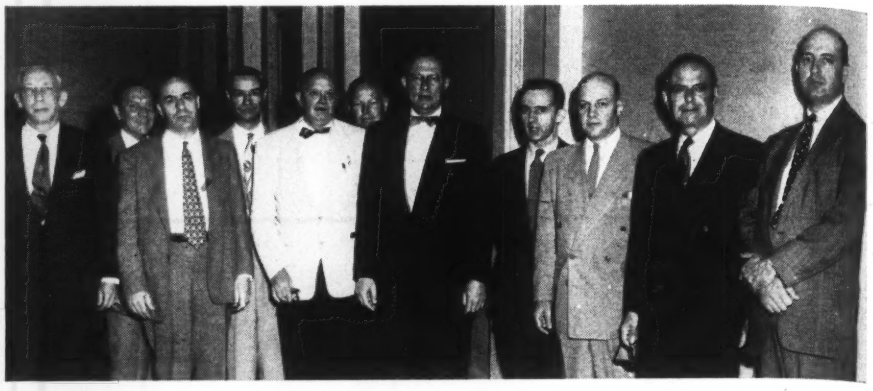
He called de-intermixture the biggest problem confronting the Senate committee and said the FCC needs "ground rules" for actions on de-intermixture instead of working strictly on a case-to-case basis.

He said the FCC promulgated its 1952 Sixth Report & Order allocating a nationwide tv system "without the benefit of a real engineering study." Fortunately or unfortunately, the FCC was under "heavy pressure" to bring tv to markets without tv service, he said.

He said he may ask the American Bar Assn. to look into certain FCC procedures and noted that former Sen. C. C. Dill (D-Wash.) is acting as a committee consultant on re-examining the Communications Act. Sen. Dill was author of the 1934 act.

He said he does not believe Congress will act this session on the bill (HR 4070) to exempt all-channel sets from the 10% federal excise tax. He said Sen. Harry F. Byrd (D-Va.), chairman of the Senate Finance Committee, has promised he will try to get a report from the Treasury Dept. on the bill, which has not yet been acted on by the House Ways & Means Committee. He voiced the hope that manufacturers "can find a way to ease into this (manufacture of all-channel sets)."

Attending both the Tuesday meetings were Sidney Davis, majority counsel for the committee's tv network investigation; Robert L'Heureux, minority counsel, and Nicholas Zapple, staff communications counsel. (For engineering committee membership see cut.)



COMMUNICATIONS engineers who last week formed an *ad hoc* committee to study the tv allocations system for the Senate Commerce Committee pause in corridor after closed meeting with committee: L to r: William S. Duttera, NBC staff allocations engineer; John Teeter, executive director of Damon Runyon Memorial Fund and part-time consultant to the Senate committee; Dr. Edward Bowles, consulting professor for industrial management, Massachusetts Institute of Technology, and general consultant to the president of Raytheon Mfg. Co., chairman; Haraden Pratt, secretary, IRE.

C. M. Jansky, Jansky & Bailey, Washington; Dr. Allen B. DuMont, president, Allen B. DuMont Labs and DTN; Frank Marx, ABC engineering and general services vice president; Curtis Plummer, chief, FCC Broadcast Bureau; Ralph N. Harmon, engineering vice president, Westinghouse Broadcasting Co.; T. A. M. Craven, Craven, Lohnes & Culver, Washington, president of Assn. of Federal Communications Consulting Engineers; Donald G. Fink, research director, Philco Corp., secretary.

Not shown: William S. Lodge, CBS engineering vice president; Stuart L. Bailey, Jansky & Bailey, alternate to Mr. Jansky, and Robert Wakeman, DuMont, alternate to Dr. DuMont. Mr. Fink was recommended by RETMA and Messrs. Jansky and Bailey by Uhf Industry Coordinating Committee.

CONSERVING THE SPECTRUM

JUST as the generation before this became concerned with conservation of our natural resources—and only in recent decades has the idea become firmly entrenched in the American economy—so this decade may go down in radio history as the era that scientists began worrying about conservation of the radio spectrum.

Three years ago, the joint IRE-RETMA Joint Technical Advisory Committee published a study under the title "Radio Spectrum Conservation."

Last week, the same highly regarded professional group of scientists and electronic engineers began moving to persuade the FCC, the military, Civil Aeronautics Administration and other government users of radio space that a long-range study of the principles and uses of spectrum allocation was imperative.

Like the forests of America in early days, the radio spectrum has been in the main cut up and divided among claimants with little or no regard, to any great extent, for their most efficient and carefully husbanded use. JTAC has set itself to the task of persuading all users that what was good enough for broadcasting and communications and defense in the 1920s and '30s is no longer to the best interest of the United States.

At last week's meeting with the FCC, the JTAC spokesman urged that that agency lend its blessings to an unbiased, non-partisan look-see at the radio spectrum and its uses in order to make the most efficient use of that great natural resource.

The Commission agreed to think it over and to ask JTAC to meet again soon.

It was emphasized that no major upheaval in allocations was contemplated, although here and there it might prove to be to the best interests of a service to be moved up or down the spectrum ladder. It also was stressed that radio or tv broadcasting allocations were not in danger; that in fact those services were largely minor in the total view of the projected study.

Two approaches were suggested by JTAC. One was the possibility of flexible allocations. The other was the "mining" of present usage of frequency bands that would result in optimum "message" traffic for each such roadway.

Under present principles, the FCC, for example, now allocates blocks of frequencies to claimants. This is done on the premise of use. There are other claimants who desire the same frequencies, but they are debarred from using them because they are closed.

However, if a band is being used in the interior of the United States, why cannot it also be used for another purpose in the coast areas, or overseas?

Or, if the service to which the band is assigned only uses it during the day, why cannot the same band be used for another purpose at night? This is a geography-time principle which heretofore has not been utilized.

Or, again, certain services are given blocks of spectrum space. These bands are being used more or less efficiently. However, with new techniques and developments today, the assigned user might be able to use less spectrum space to "get the message through." This would open up more space for additional users in the same bands. Split-channel usage is one possibility in this area.

JTAC's plan—still in the discussion stage with all users of the radio spectrum—envisages a top level staff divorced from any "taint" of service or company loyalty, working under the general supervision of JTAC to suggest ways and means of conserving the spectrum. Funds would be sought from the government, from industry or from some of the major foundations. This study would run for a decade or more, it was thought.

Present at last week's FCC-JTAC meeting were:

From the FCC: Chairman George C. McConnaughey and Comrs. John C. Doerfer, Rosel H. Hyde, Robert T. Bartley and staff members William C. Boese, chief, technical research division, and Albert L. McIntosh, chief, frequency allocation and treaty division, both Office of the Chief Engineer.

For JTAC: Lloyd Berkner, Associated Universities, chairman, and Dorman Israel, Emerson; Philip Siling, RCA; Ralph Bown, Bell Labs, I. J. Carr, GE, and Lawrence Cummings, JTAC secretary.

DE-INTERMIXTURE

ORAL argument on petitions seeking de-intermixture in five cities is scheduled to be heard by the FCC en banc today (Monday). More

than 30 parties are involved in the Commission's consideration of de-intermixture in Peoria, Evansville, Madison, Wis., Hartford and Albany-Schenectady-Troy, N. Y.

In the first four instances, the Commission will hear pleas to switch the educational reservation from its present uhf to the lone vhf assignment in order to make the cities all uhf commercially.

In Peoria, the proposal is to move the educational reservation from uhf to ch. 8. In Evansville, it is suggested that the educational reservation be moved to ch. 7 and that ch. 9 be deleted from Hatfield, Ind. In Madison, the proposal is to move the educational reservation from uhf to ch. 3, or to move ch. 3 to Beloit, Wis., or alternatively to move a uhf into Rockford, Ill., in place of ch. 13. The Hartford ch. 3 proposals would either switch the educational reservations to that vhf frequency or move it to Westerly, R. I. (near Providence). Other proposals contemplate reallocating ch. 3 to Norwich or New London, Conn.

The Albany-Schenectady-Troy proposals encompass the drop-in of ch. 10 in Vails Mills, N. Y., within that tri-city area. There is also a counter proposal that ch. 6 (WRGB [TV] Schenectady) be replaced by a uhf frequency.

5 MEGAWATTS FOR UHF?

FCC's long expected proposal to permit uhf stations to radiate 5 million watts was issued last week.

It asked for comments by Sept. 1.

Present maximum power permitted uhf stations is 1 million watts. There are only two such stations in operation today: WBRE-TV and WILK-TV, both Wilkes-Barre, Pa. Both began pumping 1,000 kw into the air early this year. WBRE-TV is using RCA equipment; WILK-TV, GE.

The first inkling that the FCC intended to permit greater powers was made known at the NARTB convention by FCC Chairman George C. McConnaughey [B•T, May 30].

In its notice last week, the Commission said that the development of higher power amplifiers for the uhf portion of the spectrum, "will permit the transmission of signals of greater strength, with still stronger signals received by the viewing public."

It is understood that present 1,000 kw transmitters can be "revved" up to produce 2.5 milmion watts with no problem. Development of amplifiers coupled with high-gain antennas to produce outputs of 5 megawatts offers no great problem, it was understood from industry engineers.

Calling on set manufacturers to develop even better uhf receivers and tuners, the Commission warned that the move to permit 5 million watt radiation by uhf stations does not contemplate that uhf receivers should be less satisfactory than at present.

It asked for comments regarding uhf receivers, divided into those manufactured before 1955, those manufactured this year and those to be made next year.

Following this, the Commission called for technical information regarding uhf receivers and receiving antennas, including receiver noise figures, transmission line losses, antenna gain data, improvements in uhf sets such as ease of tuning, estimated increase in cost resulting from improving set performance, and measurement data on uhf propagation.

Present 1 million watt transmitters are priced between $225,000 and $250,000. No estimate has been given for a 5 million watt transmitter.

Higher uhf power has been found to strengthen signals within the station's predicted contours, where the terrain is hilly, it is understood. The million wattage does not, however, substantially increase the coverage area of such stations in such terrain, it has been pointed out. In smooth terrain, it is believed, the power-packed radiation could conceivably widen uhf service areas considerably.

LOW POWER FOR EVERYONE

ANYBODY can "go" for a 100 w tv station anywhere, the FCC decided last week.

It issued a final order on its proposal to permit low power tv stations [B•T, Dec. 20, 1954], and decided that there should be no population maximum. The order is effective August 1.

In its original proposal, the FCC contemplated limiting the 100 w tv outlets to cities of less than 50,000 population. It also proposed deleting any requirement for minimum antenna height. This also was adopted.

Under the present rules, a minimum of 1 kw power and 300 ft. antenna height is required for cities with populations of less than 50,000. This becomes progressively higher with population growth.

The FCC also decided not to restrict the establishment of low power stations to locations at least 50 miles from the site of operating tv stations. The Commission said that most of the surrendered tv authorizations—both vhf and uhf—have been in cities larger than 50,000 and within less than 50 miles of other operating tv stations. There are a "substantial" number of tv receivers, both vhf and uhf, in those areas, the Commission said, and, "the amendment we are here adopting may offer an inducement to the re-establishment of additional tv stations in these areas."

The Commission also decided not to adopt any changes regarding the multiple ownership rule. The low power stations will be considered in the same light as any other type tv station in this respect, the Commission said.

Because other suggestions—directional antennas, remote control operation, etc.—require "further extensive rule making," the FCC said that they would be given further consideration in future proceedings.

According to manufacturers, low powered tv stations—equipped to transmit network programs and to originate film and slide programs—will cost anywhere from $50,000 to $100,000. Low power transmitters were quoted at from $10,000 to $15,000 by a number of exhibitors at the NARTB convention last month [B•T, May 30].

Of the more than 2,000 channels allocated throughout the country, close to 600 have been assigned (428 on the air). During the last few years, 144 grants have been surrendered to the FCC (30 vhf and 114 uhf).

90-DAY TV FREEZE

A 90-DAY HALT to tv actions which might aggravate uhf-vhf intermixture was asked of the FCC formally last week when the Uhf Industry Coordinating Committee filed a petition for rule making.

The petition also asked:

(1) Amendment of Commission rules to authorize, on a case by case basis, consideration of applications for vhf stations at reduced mileage separations where it can be shown that directional antennas or low power operation would not result in more interference than occurs under present rules, and that, even if it did, the need for service would outweigh any service lost by interference, and

(2) Resolution of pending proposals for de-intermixture during the 90-day halt on tv actions.

SPOT RADIO PLANS SET BY FOUR FIRMS

Jello, Chimney Sweep, N. Y. Telephone Co. and Maine Sardines plan short-term campaigns to begin in few weeks.

THE PACE of radio spot announcements placements accelerated last week.

A B•T cross check showed that at least four advertisers are preparing radio spot announcement campaigns. They are: General Food's Jello, Coughlin Co.'s Chimney Sweep, New York Telephone Co. and Maine Sardines.

General Foods (Jello), New York, after many budget meetings during the past 10 days allocated a special appropriation for a radio spot schedule to start sometime in August, B•T learned. The contract will run for about 20 weeks and will be placed in about 60 markets. Young & Rubicam, New York, is the agency.

Coughlin Co., West Orange, N. J. (Chimney Sweep, fuel additive used in oil tanks and furnaces to destroy soot and carbon), is planning an eight to ten week spot announcement campaign in about 19 states, mostly in the North. Campaign will break about October or November. Agency is Riedl & Freede, Clifton, N. J.

New York Telephone Co., through its BBDO, New York, will use nearly 50 radio stations in New York State for a spot announcement campaign, effective July 4. The contracts will run until Aug. 26.

Maine Sardines will use 65 radio markets for a spot announcement schedule to break July 11, also through BBDO, New York.

Exquisite Form Seeks Tv Program, Clearance

EXQUISITE FORM BRASSIERE Inc., New York, is looking for a new television program after waiving its option on next season's *Stop the Music* show on ABC-TV, Herbert Leeds, advertising manager of the firm, said last week.

The change, Mr. Leeds explained, "reflects the fact that we have reached and penetrated the *Stop the Music* audience successfully for a year. Now we want to sell a whole new audience."

The firm's budget is well over a million dollars.

One problem that the company must lick, Mr. Leeds said, is that of getting full geographic coverage in Class A time. The *Stop the Music* series was carried on 82 ABC-TV stations for the 39-week season, but missed some key Exquisite Form markets. In those areas the firm used newspapers.

"Station clearance is still a key problem in tv," he said, "and we have not yet whipped it, short of spending additional hundreds of thousands of dollars. We're hopeful that with the ever increasing number of stations, and with more sets being adapted to uhf, the problem will be solved during summer.

"But it may well be that, if we cannot find a proper time and station clearance slot, a return to magazines is in order.

"We have ready for use, just in case, one of the most powerful magazine advertising themes ever devised for our industry."

In its search for next season, Mr. Leeds said, "first, we want a program that will create as much attention as *Stop the Music*. Second, we

want at least as much brand name identification. . . . Finally, we want a hard-hitting, business creating stunt of the power of *Stop the Music!* entry blanks, which brought our retailers hundreds of thousands of dollars of business in all departments, which they might otherwise have missed."

Grey Adv., New York, is the agency for Exquisite Form.

Tv Announcement Campaign Launched by Laundry Group

A NEW tv business development is the "Professional Laundry Foundation," made up of laundries in New York, New Jersey and Pennsylvania.

This group already is sponsoring 10 announcements per week in daytime schedules on WRCA-TV New York and WCAU-TV Philadelphia, soon will expand to Pittsburgh and is considering other markets. Agency is Feigenbaum & Wermen, Philadelphia.

According to Television Bureau of Advertising, the use of television to promote laundry and dry cleaning services is accelerating rapidly. The city, state and regional efforts, TvB National Spot Sales Director Raymond E. Nelson said last week, were developed with aid of TvB.

The foundation, Mr. Nelson said, already has raised $200,000 for 44 weeks of tv advertising and "expects to up this amount shortly."

Use of tv, TvB said, was spurred by a presentation that Mr. Nelson made before the National Institute of Dry Cleaning at its convention in Chicago. After that meeting, TvB was invited to make the presentation in Joliet, Ill., to the Illinois Laundryowners Assn. and other groups affiliated with the American Institute of Laundering. Later, TvB was again called upon to work with the action committee that resulted in the Illinois State Cleaners & Dyers Assn.'s drive for a tv warchest.

Movie Firm Tests Tv To Exploit New Release

TO EXPLORE the effectiveness of tv as an advertising medium for movies, Universal-International Pictures, Hollywood, will start an "intensive" nationwide three-month pre-release spot announcement campaign next month for "To Hell and Back," starring war hero-actor Audie Murphy.

Reportedly the first such campaign for a motion picture, the spots will be shown on 67 stations until October, when "To Hell and Back" will be released for theatrical showing.

David Lipton, U-I vice president, stated in Hollywood that tv time will be the only medium used during the pre-release campaign, as the latest step in the studio's "continuous exploration of the most effective use of all media to obtain maximum box-office results."

Carnation Plans Radio-Tv Drive for Chocolate Milk

WITHIN the next month, Carnation Co., Los Angeles, will start an "extended campaign" of tv and radio programming to introduce the dairy firm's new Instant Chocolate Flavored Milk, executives of Erwin, Wasey & Co. Ltd., Carnation agency, stated last week.

Advertising for the new product is planned for Carnation segments of ABC-TV's *Mickey Mouse Club* (weekly quarter-hour), CBS-TV's *Burns & Allen* (alternate weeks, half-hour), and ABC Radio's *Whispering Streets* (five times weekly). Additionally, further tv programming will be purchased in 40 major markets, agency spokesmen stated.

Citrus Commission Cuts Ad Budget by $500,000

THE CONSUMER advertising budget of the Florida Citrus Commission has been cut to $3 million—a slash of $500,000—in a move taken by the commission's advertising committee to reduce overall advertising-promotion expenditures. The new budget will be handed to the full citrus commission on July 20 for its approval.

The cut in advertising expenditures was sudden and reportedly aroused some comment that the commission's new advertising agency, Benton & Bowles, which succeeded J. Walter Thompson Co., has had a budget reduction before it even arrives on the Florida scene.

Prompt endorsement of the committee action is expected inasmuch as Robert C. Wooten, commission chairman, sat in on a major portion of the cuts.

Among other reductions were those of $20,000 in display materials and $16,300 in research funds. The overall advertising-promotion figure was slashed to $4,992,248, a reduction from the original "worksheet" figure of $5,710,000.

Quaker Oats Negotiating To Sponsor 'Ozzie & Harriet'

QUAKER OATS Co., Chicago, was completing arrangements last week through J. Walter Thompson Co. for sponsorship of ABC-TV's *Ozzie & Harriet* this fall. Quaker is set to buy the Friday evening series for its Aunt Jemima products on a once-a-month basis starting Sept. 23. Plans call for Hotpoint Inc. to continue alternate-week sponsorship, and for another advertiser to pick up the fourth week.

Glass Mfrs. Set Advertising

THE Glass Container Mfrs. Institute plans to conduct an intensive advertising and promotion campaign in behalf of glass, it was announced at a luncheon last week by R. L. Cheney, director of marketing for the institute. He also revealed that more than a million dollars will be spent during the coming year to advertise and promote the use of glass containers. Television and magazines will be used. Kenyon & Eckhardt, New York, is the agency for the institute.

RAYMOND MIKESKA (r), Pearl beer distributor of Temple, Tex., receives the Pitluk-Pearl trophy for a 45.4% sales increase, attributed to advertising and promotion on KCEN-TV Temple *(Wrestling From Chicago)*. Presenting the award are H. B. (Pat) O'Brien (l), general sales manager of Pearl, and Jack N. Pitluk, Pitluk Agency, San Antonio.

Discovery

DISCOVERING radio proved to be a very entertaining experience for Howard Preston, columnist for the *Cleveland* (Ohio) *News*. "Where has this contraption been all my life—and what is it?" he asked.

Finding himself on the gateway of something really big, he related the experience in his June 9th column, part of which is excerpted here:

"Well, I tried it [radio] out with Jack Benny and it was marvelous. I maintain Benny is as funny as most comedians—at times. I hate to watch unfunny comedians, but with this new-fangled radio thing you don't have to watch them. You sort of listen to them on the half-shell, meaning you darn socks, write best sellers or practice on the marimba while they are talking. Your glance can wander all over the joint.

"I tell you that radio is the invention of the age. If you like sports you can hear Jim Hegan striking out without bothering to watch him do so. It is amazing how pleasant it is to hear music without staring the first violinist in the face. To top it all, there is drama. . . ."

"I hope there is time for me to get in on the ground floor on this device as I predict it is really going places and some day will replace television."

N. J. College Surveys Tv's Informative Role

THE INFORMATIVE role played by television was pointed up in a survey of the viewing habits of 100 residents of Rutherford, N. J., recently completed by 54 students of Fairleigh Dickinson College there.

The study, conducted under the direction of Dr. Samuel A. Pratt, market research and college faculty member, covered one home in every 40.

Findings, released last week, showed that over half of the people surveyed spend from 10 to 30 hours weekly watching entertainment on tv as well as educational and informative programs. In response to a question on whether tv had improved understanding of current events and news, 71% indicated that it had done so to an unusually high degree.

The study also showed that in regard to running a home and dress and personal appearance, almost as much information was learned from the commercials (49%) as from the programs (51%).

Other facts uncovered in the survey are: 74% said they were given worthwhile information on cultural activities; 65% had received worthwhile information on new products for personal use, fashion news, use of cosmetics and taking care of health and weight; 56% had received worthwhile information on domestic subjects such as cooking and furniture care; 90% had received helpful information on such subjects as religion, geography, science, history and sports.

Norge to Name New Agency

NORGE Div. of Borg-Warner Corp. last Thursday was expected to announce momentarily the appointment of a new agency to handle its reported $3 million advertising account dropped

WHAT AGENCIES NEED FROM RADIO STATIONS

- *Modernization of Time Selling Concepts*
- *More Courage in Presenting Circulation*
- *Hard Selling to Replace Complacency*

FRANK COULTER Jr., associate media director, Young & Rubicam, laid the cards on the table for radio station operators gathered June 16-18 for the Md.-D. C. Radio & Television Broadcasters Assn. Here's the condensed version of the address in which he outlined means by which stations can help ad agencies foster more national radio spot business.

I WOULD LIKE to paraphrase the title of this talk to "What's the Matter With Radio?" Some answers to that question are equally applicable to what agencies would like to receive from radio stations in order to foster more national spot business.

First, there is a definite need for a new concept in the selling of radio time and services, particularly at the station level. For you do not have to be reminded that spot business is individual station business in which the networks have no part.

I have heard many times over the past five years, "Why don't you go out and sell or buy radio like we used to?" This is just like selling or buying last year's Easter hat. Conditions are so different from those in existence in 1949 and 1950, that anyone who thinks in terms of selling radio as it was sold back in those years is definitely out of step. Not only has tv become of age so that it has to be considered as a major advertising medium today, but there have also been many basic changes in other allied media fields. Why then doesn't radio market its 1955 model?

In order for radio to get its just share of advertising dollars, proposals for the selling of radio from the station level should be approached from an entirely different concept. It should go without saying that not only has it been, but it continues to be, the responsibility of the agency and the advertiser to secure as much circulation for the dollars spent as is possible. How many of you have thought of the fact, that with a few minor exceptions, the generally accepted potential coverage of a tv station is about 50 miles? Power and frequency in television do not mean the same thing as they do in radio. From a potential standpoint much can be made of radio's potential circulation in contrast with television or newspapers.

What does radio's circulation mean then in 1955? Tell us.

DISCARD FIXED IDEAS ON TIME; OFFERS NEW METHODS TO AGENCIES

Further, for 25 years we have been dealing in fixed time segments—one minute announcements, 20-second station breaks, 5-minute periods, 10-minute periods, 15-minute periods, and so on.

Radio selling has been on this basis, advancing whatever sales arguments were pertinent as to the desirability of potential audiences reached within the framework of these time periods and the programs which occupy them. Why isn't it possible to take a fresh look at methods of selling and perhaps go into an agency time buyer's office and offer a package which might encompass all of these time segments, and by so doing, prove to the prospective purchaser that the accumulation of audiences reached would be greater than in *any one* of the fixed time positions?

Each of you knows his own market best, and those things which have proven most attractive to your respective audiences. Perhaps 1955 radio indicates a rescramble of your program structure in order to be competitive with other media. What I am suggesting, gentlemen, is for each of you to make his own self-examination in the light of the 1955 competitive media picture, and to present for purchase fresh and new concepts of radio usage as an advertising medium.

Second, radio today lacks courage. There is a very definite existent impression that station operators are lacking in the courage to face the challenge in today's changed competitive media field. Many of you remember the attempt to secure for radio what was comparable to the Audit Bureau Circulation for printed media.

All of us know that the method employed in two attempts made by Broadcast Measurement Bureau to establish uniform circulation figures for individual radio stations, were far from perfect. The fact remains that in the opinion of many people, this was a definite step in the right direction. BMB failed, mostly because so many station operators were highly incensed over the fact that these studies cost them a county or two, in contrast with the previously claimed coverage. Additional attempts had been made to start similar studies but these have not gotten very far because of the opinion that such a study will not show radio coverage in its best light.

We think that this is a first-class example of lack of courage because by not backing such a needed effort, radio is suspect on two scores. First, that the coverage as claimed over the years has been exaggerated, and second, if that exaggeration exists, the merchandise has been overpriced.

I wish that any one of you [here today] might some day sit down before a plans board of an agency, or a client for that matter, and attempt to prove radio circulation figures for a proposed campaign against the printed media circulation figures, out of which may come a plan of advertising for a client. I have been doing this for about 19 years and this is one of the most difficult assignments for any agency buyer.

RADIO'S CIRCULATION STORY SHOULD HAVE A SOLID, FACTUAL FOUNDATION

If you sit in the buyer's chair it is pretty difficult to present circulation data about which you can never be sure, and defend rates charged against established and accepted print statements.

Third, radio is, and has been, too complacent. All of the work and ideas to increase radio spot billing cannot be the responsibility of the advertiser and the agency. Radio *must* contribute.

This can't be done by crying wolf, but rather it requires everyone taking off his coat and rolling up his sleeves. This should start at home in the individual stations. Just remember that your representative can offer for sale—and agencies can buy—only those things which the individual station operator has made available for sale.

Radio should put its best foot forward. It should make radio "easy to buy." Has it done so?

Perhaps best foot forward means the combination of new concept and courage which I have just covered, and to me it also represents something which is lacking throughout the entire radio industry today. If there is one question which agency buyers are asked over and over again, it's "What's the outlook for spot radio?" To me this question indicates a prevailing lack of confidence, a negative attitude if you will. We in the agency business get the definite feeling that there is great apprehension on the part of station operators over the future of radio. In fact, the feeling prevails that operators are so busy buying "crying towels" that they don't have time to take the positive approach toward radio's place

in advertising, and to do something about it. The individual station operators should be doing everything to put radio's best foot forward, instead of adopting what appears to be a semi-resigned attitude that television will get all the money.

At this point let me make another observation. It is significant that in the operation of many stations throughout the country the same man is sales manager for both a radio and television station under the same management. With tv in almost a "sold out" position, this station manager is so busy trying to appease those advertisers and agencies who would like to buy his tv facilities and for whom he can't supply time, that I do not think he has sufficient time to devote to better thinking for his radio station. Perhaps one of the steps in putting radio's best foot forward is to split the responsibility so that a separate sales manager for the radio station can be devoting full time to the betterment of that radio property.

I would like to cite an incident that actually happened. I have handled the Metropolitan Life Insurance Co. account for the past seven years, and in that time, their radio budget has quadrupled. On their radio programs they offer free booklets on subjects such as overweight, heart disease, first aid, respiratory diseases, etc. The mail received for these booklets, is in effect, the only concrete evidence of listening, since we do not ask for a box top and a dime. A careful tabulation of this mail is kept by Metropolitan.

Last fall, we were informed that the returns for the first nine months of '54 were off by 25%, as contrasted with a similar period in 1953. I personally sent a letter to every one of the 57 stations broadcasting the Metropolitan programs, informing them of this drop off and asking them to make an examination of their own markets to see if there had been any change in competitive programming which might have reduced our audience.

Since this account is a pretty consistent 52-week advertiser, I expected that the stations would pitch in and help try to find the reason for this decline in mail. I'm sure this will astound you as it did me when I tell you that I received only *one* constructive letter in reply to 57 I sent out. I know that the reason I didn't get more was that the station operators were afraid they might receive a cancellation. Is this putting radio's best foot forward?

All of the foregoing has been an attempt on my part to analyze for you, and with you, some of the thinking that goes on in agencies as to what the agency would like to receive from radio stations to assist in building national spot business. When did each of you station operators last make your own self analysis to see what you can do to assist the agency and the advertiser in making a better evaluation of radio in today's competitive media field? When you ask about increased spot expenditures, ask yourself what have *you* done to bring this about.

Let me point out something that may be of interest to you. First, in 1954 Young & Rubicam placed more spot radio business than it had spot tv business. This I realize is contrary to the trend, but certainly should be an indication that our agency is not one of the pallbearers at the funeral service that so many people were, and are, ready to conduct for the radio medium.

Further, in January of this year, *Printer's Ink* published what was represented to be a breakdown of the advertising dollars for 1954 by the various major media. It was very interesting to note, that there was less than two percentage points between percentage of dollars spent against the total, separating newspapers, magazines, television and radio, and if that published figure is correct, radio is still receiving a very sizable number of dollars from the advertisers.

So, gentlemen, the ball is in your court. There is no reason why radio should not have a bright future—providing radio is willing to fight for it. You tell us, and we will do our part whenever our advertisers' problems indicate that radio should be used.

by Tatham-Laird Inc., Chicago, the past week. There were reports that Norge may set up its own agency, but spokesmen for the firm declined comment. Norge was scheduled to hold its convention at the Edgewater Beach Hotel in Chicago Friday.

CLINIC TO COVER CHANGES IN RADIO

RADIO Advertising Bureau will hold a two-day radio advertising clinic for national advertisers, their agencies, networks, stations and station representatives at the Waldorf Astoria Hotel in New York Oct. 13-14 [CLOSED CIRCUIT, June 20].

Kevin Sweeney, RAB president, described the clinic as "the first such event in the 30-year history of radio advertising" and said it will emphasize "how we do it" stories by a variety of national advertisers. Panels on radio copy, marketing techniques and new research projects also will be conducted by and for national advertisers and their agencies.

Morning and afternoon meetings will be held on both days with only one closed session when RAB members will hear the bureau's plans for increasing radio's share of the national advertising dollar.

RAB also will present during the clinic several case studies showing how regional advertisers sell radio's major selective markets—farm, Negro, teen-age.

"More has happened in the past five years to change advertising via radio for the national and regional company than in any other medium," Mr. Sweeney said. "These changes have occurred not only in network but in national spot and co-op. A clinic like this is designed to bring all regional and national advertisers up-to-date on the latest techniques so that they can spend their money more profitably in radio."

LATEST RATINGS

NIELSEN

Top Radio Programs Two Weeks Ending May 21

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(1,146)
1.	Marciano-Cockell Bout (NBC)	8,300
2.	Amos 'n' Andy (CBS)	2,201
3.	Lux Radio Theatre (NBC)	2,201
4.	People Are Funny (Paper-Mate) (NBC)	2,018
5.	Dragnet (NBC)	1,972
6.	Jack Benny Show (CBS)	1,834
7.	Gunsmoke (CBS)	1,834
8.	You Bet Your Life (NBC)	1,743
9.	My Little Margie (Campana) (CBS)	1,697
10.	People Are Funny (Toni) (NBC)	1,697
Evening, Multi-Weekly (Average for All Programs)		(825)
1.	One Man's Family (NBC)	1,376
2.	Great Gildersleeve (NBC)	1,330
3.	News of the World (NBC)	1,238
Weekday (Average for All Programs)		(1,284)
1.	Young Dr. Malone (CBS)	2,155
2.	Ma Perkins (CBS)	2,110
3.	Our Gal, Sunday (Amer. Home) (CBS)	2,064
4.	Road of Life (CBS)	2,018
5.	Helen Trent (Participating) (CBS)	2,018
6.	This Is Nora Drake (Toni) (CBS)	1,972
7.	Guiding Light (CBS)	1,972
8.	Perry Mason (CBS)	1,972
9.	Helen Trent (Amer. Home) (CBS)	1,880
10.	Our Gal, Sunday (Participating) (CBS)	1,834
Day, Sunday (Average for All Programs)		(413)
1.	Adventures of Rin Tin Tin (MBS)	1,009
2.	Greatest Story Ever Told (ABC)	780
3.	Old Fashioned Revival Hour (ABC)	688
Day, Saturday (Average for All Programs)		(642)
1.	Gunsmoke (CBS)	1,697
2.	Allan Jackson-News (12:00) (CBS)	917
3.	Allan Jackson-News (1:25) (CBS)	917

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Magnavox to FC&B in Fall

MAGNAVOX Co., Fort Wayne, Ind., has named Foote, Cone & Belding, New York, to handle its advertising effective early fall. Magnavox has an advertising budget of approximately $1 million. Spot radio and tv have been used in the past and presumably will be used when the switch is made. Maxon Inc., New York, had serviced the account for the past 13 years.

Three Sponsors Buy Shares Of NBC-TV Fall Grid Slate

NBC-TV last week completed the sale of three-quarters of the eight national telecasts of the National Collegiate Athletic Assn. football schedule to the Crosley division of Avco Mfg. Co., Schick Inc. and General Cigar Co. Each bought one-quarter of the package of eight national games for an estimated $650,000 apiece. In addition to the eight national games the contract also covers five regional games in NCAA District 1 (New England) and District 2 (Middle Atlantic).

The network paid a reported $1.5 million for national rights of eight games. It also stands to profit from the sale of a post-football program to the Dow Chemical Co.

Alternate Week Sponsors Sign for McCleery Dramas

PROCTER & GAMBLE, and International Cellucotton Products will alternate as sponsors of Albert McClerry's *Cameo Theatre* as a summer replacement for *Letter to Loretta*, Sun., 10-10:30 p.m. EDT on NBC-TV, effective July 3 for eight weeks. Agency for P & G is Biow-Beirn-Toigo, New York; for International Cellucotton, Foote, Cone & Belding, New York.

McCann-Erickson Features Theatre in L. A. Office

AMONG outstanding features of McCann-Erickson Inc.'s new consolidated Los Angeles offices is an elaborate tv theatre, which provides special built-in facilities for both black-and-white and color tv film as well as a color tv receiver. Upholstered arm chairs are part of the theatre furnishings for the use of clients and agency executives.

WHO IS IOWA'S FAVORITE RADIO STATION FOR MARKET REPORTS

THIS chart is reproduced from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—one of the Nation's most respected studies of listening habits, used constantly by hundreds of leading agencies and advertisers.

Only a small part of the Survey is devoted to analyzing Iowa's various *stations* or their individual audiences. These parts do prove, however, the enormous *preference* this state gives WHO . . .

Write us or Free & Peters for your free copy. It will tell you more about where and how to advertise in Iowa, than you could learn in six months of personal travel and investigation.

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Deceptive Ad Trial Awaits Appeal by Farmer Jack's

TRIAL of Cal Worthington Motors, Huntington Park, Calif., used car dealer charged with fraudulent advertising practices on KCOP (TV) Hollywood, has been placed off calendar in the Los Angeles municipal court pending outcome of an appeal by the attorney for Farmer Jack's, Lynwood, Calif., car dealer convicted of "bait-switch" practices [B•T, June 6, *et seq.*].

Los Angeles attorney Robert W. Armstrong, representing both Farmer Jack's and the Worthington firm, told B•T he had taken the former case to the appellate department of the Los Angeles superior court because he was not permitted to introduce evidence favorable to his client at the trial.

Unless persons responding to tv commercials mention the commercial at the time of purchase, his client is not obligated to sell the cars at the tv-advertised prices, Mr. Armstrong contends. During the Farmer Jack's trial, he was not allowed to point out that Better Business Bureau shoppers who answered the KCOP commercials failed to mention them while purchasing the cars in contention, he stated.

Lawrence Goes Over to K&E

WALTER A. LAWRENCE, account supervisor for Fuller & Smith & Ross on the Westinghouse account, has been appointed vice president in charge of the Chicago office of Kenyon & Eckhardt, New York. Prior to his association with F&S&R he was with J. Walter Thompson Co. and with his own firm, Bacon & Lawrence, San Francisco.

MR. LAWRENCE

New Oil Ad Plans Detailed

SUN OIL Co., Philadelphia, announced its advertising plans for a new product motor oil over a closed-circuit television hookup linking 30 cities last week to an audience of 14,000, including Sunoco dealers, distributors and their employes, and representatives of several automobile manufacturers. The firm will use a newspaper campaign and supplement it with spot announcements on 200 radio stations plus its regular *Sunoco Three Star Extra* on NBC.

'Clock' Is Summer Sponsored

SYLVANIA ELECTRIC Products Co., Buffalo, announced last week that *Beat the Clock* (CBS-TV, Sat., 7:30-8 p.m. EDT) will be maintained throughout the summer. Barton K. Wickstrum, vice president in charge of sales, said ". . . the generous audience ratings earned by *Beat the Clock* indicate that it is America's favorite parlor game. We are convinced that *Beat the Clock*'s friends will be watching all summer as they were throughout the colder seasons."

N. W. Ayer Adds Four in N. Y.

FOUR new members have been added to the radio-tv department of N. W. Ayer & Son, New York: Joseph J. Battaglia Jr., formerly with Marschalk & Pratt, joins as head of the traffic staff; Robert E. Matthes, Warwick & Legler, Los Angeles, as a copywriter; John V. Runsey, Kelly Nason, New York, as a member of the research group, and Mrs. Joyce Wickware, who has been in radio-tv production in Chicago office for past year, as copy staff member in New York.

Young & Rubicam Plans Unit

YOUNG & RUBICAM, New York, is establishing a special radio-tv plans board within the agency to coordinate its two departments —media and radio-tv—in assisting and facilitating all factors involved in radio and television plans for all of its clients. Ken Dyke, director of publicity and public relations as well as assistant to the president, will be chairman of the new committee. It will be composed of two media men and two radio-tv men, with the rest to be non-tv men in the agency. Members will be selected by next week.

Starch Elects Three V.P.'s

ELECTIONS of Jack Boyle, Leonard B. Gerson and Stan M. Sargent as vice presidents of Daniel Starch & Staff, Mamaroneck, N. Y., were announced last week by the research organization. Mr. Sargent is director of the consumer, business and newspaper readership programs; Mr. Gerson, director of the impression, automotive and liquor programs, and Mr. Boyle, director of the television research program.

NETWORK NEW BUSINESS

American Oil Co., Baltimore, through Joseph Katz Co., Baltimore, and **Mamm Brewing Co.,** St. Paul, through Campbell-Mithun Inc., Minneapolis, will sponsor *Windows,* a series of eight half-hour live tv dramas on CBS-TV (Fri., 10:30-11 p.m. EDT), starting July 8, as summer replacement for *Person to Person.* Firms also are sponsors of *Person to Person.*

Borden Co., N. Y., will sponsor *Make the Connection* on NBC-TV (Thurs., 8:30-9 p.m. EDT) as summer replacement for *Justice,* effective July 7 until Sept. 29. Agency: Young & Rubicam, N. Y.

Hill Bros. Coffee Inc., S. F., starts on 23 Columbia Pacific Radio Network stations three five-minute segments weekly of *Aunt Mary* (Mon.-Fri., 11:45 a.m.-12 noon PDT) for 11 weeks from July 4. Agency: N. W. Ayer & Son, N. Y.

Yardley of London Inc. (toiletries), N. Y., through N. W. Ayer & Son, N. Y., starts one 60-second participation weekly for 26 weeks from July 7 and **Weco Products Co.** (Dr. West toothbrushes), Chicago, through J. Walter Thompson Co., Chicago, starts 10 one-minute participations from July 19 to Aug. 31, both on *Panorama Pacific* on three Columbia Tv Pacific Network stations.

Burton-Dixie Corp. (sleeping products), Chicago, signs to sponsor *Paul Harvey News* on ABC Radio (Sun., 9-9:15 p.m. EDT), effective July 3. Agency: Robert B. Welsey & Assoc., Chicago.

SPOT NEW BUSINESS

Clopay Corp. (window shades, doors, similar products), Cincinnati, will use national spots in approximately 30 markets starting in fall. Agency: Fairfax Inc., N. Y.

Ashland Oil & Refining Co., Ashland, Ky., has scheduled newly-transcribed *Red Foley Show* for 13 weeks on 72 radio stations in Indiana, Illinois, Kentucky, Ohio, Pennsylvania and West Virginia. **Aetna Oil of Louisville,** Ashland subsidiary, will sponsor two of programs each week on 15 Kentucky stations.

AGENCY APPOINTMENTS

Rosita Products Co. (Rosarita Mexican foods), Phoenix, Ariz., and **Golden Krust Bakery,** L. A., appoint Mogge-Privett Inc., L. A.

Smokey Joe Products Inc. (frozen barbequed beef sandwiches, dinners), L. A., names Hadlock & Assoc., Hollywood. Tv will be used.

Wabash Fibre Box Co. (corrugated paper containers), Terre Haute, Ind., appoints Waldie & Briggs Inc., Chicago.

Grove Labs, St. Louis, appoints Harry B. Cohen Adv., N. Y., to handle development of unnamed new product.

Jan-U-Wine Co. (canned chop suey, chow mein, other Chinese dishes), L. A., names Heintz & Co., L. A. Market-by-market tv-radio spot announcement campaign will be used in California and Arizona, with possible national expansion later. Carl M. Heintz Jr. and Herb Dickow are account executives.

Chevrolet Dealers Assn. of Southern California, L. A., names Eisaman-Johns Adv. (formerly Arc Adv.), L. A. Tv-radio spot announcement campaign will be used. Jess Johns is account executive.

Southern Dyestuff Corp., Charlotte, N. C., has appointed Anderson & Cairns, N. Y., for Denivat Everblue dyestuffs.

Sapulpa (Okla.) **Merchants Assn.** appoints White Adv. Agency, Tulsa. Radio-tv will be used.

Jaguar Cars North American Corp. names Cunningham & Walsh, N. Y., effective Sept. 15.

AGENCY RESIGNATIONS

Gardner Adv. Co., St. Louis, and Grove Labs (medicines, toiletries), same city, have mutually terminated association.

Kenyon & Eckhardt, N. Y., resigns account of Renfield Importers Ltd., N. Y., effective Aug. 31.

AGENCY SHORTS

MacManus, John & Adams, Bloomfield Hills, Mich., will open Miami office July 1 in Alfred I. DuPont Bldg. Kenyon Lee, vice president, will be in charge.

Walter L. Schump Adv., Denver, Colo., elected to American Assn. of Adv. Agencies.

S. R. Leon Co., N. Y., elected to American Assn. of Adv. Agencies.

BBDO, N. Y., has established permanent showcase for employe art in reception room of art dept.

Hicks & Greist, N. Y., moves to new offices in Amoco Bldg., 555 5th Ave.

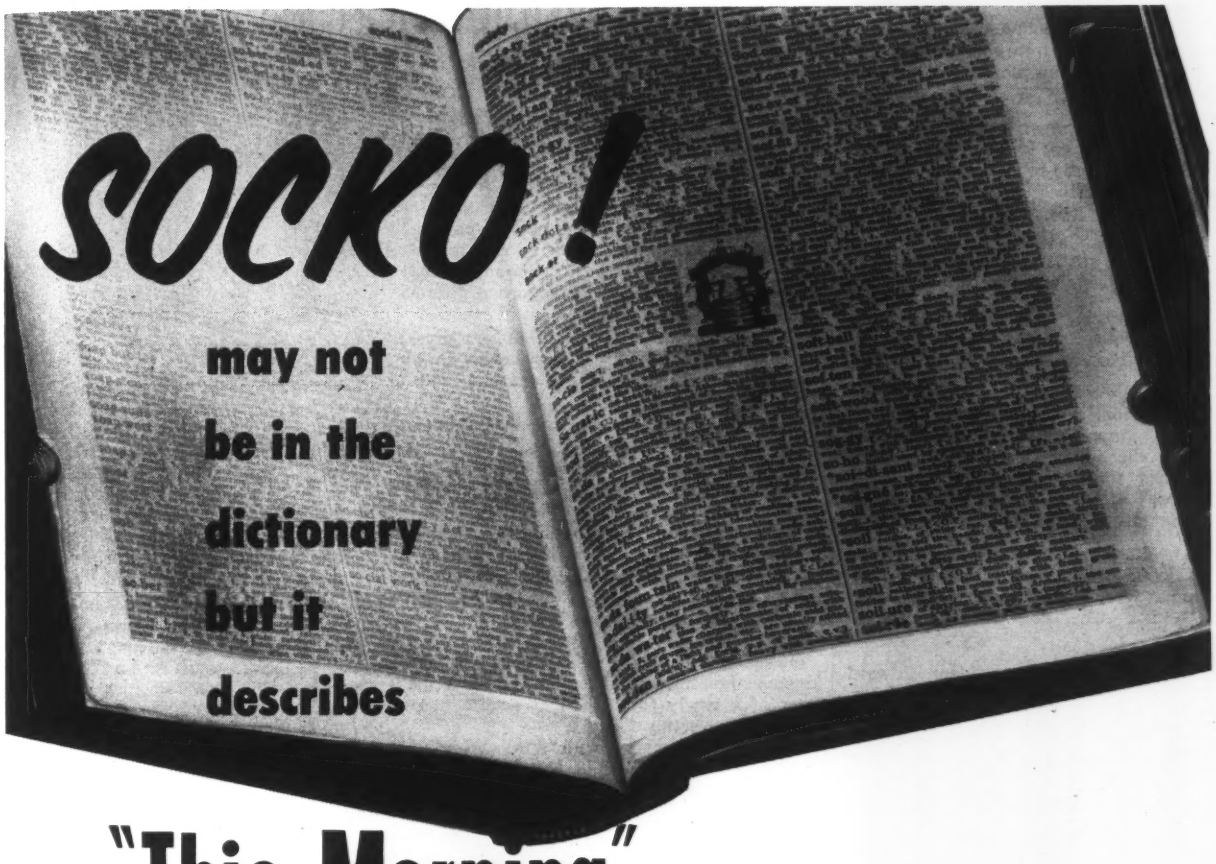
A&A PEOPLE

Suren Ermoyan, Ruthrauff & Ryan, N. Y., to Lennen & Newell, N. Y., as vice president, art director and art consultant.

Elias B. (Bud) Baker, Cunningham & Walsh, N. Y., to Carl S. Brown Co., N. Y., as vice president.

Theodore Bliss, CBS-TV Hollywood, to Raymond R. Morgan Co., Hollywood, as radio-tv director.

Jack Parker, director, KTLA (TV) Hollywood,



"This Morning"

...the great new personality show on KPIX which

...**has increased** San Francisco viewing by 15% and KPIX ratings for its daily 8:30 - 9:30 period by 44% in its first month...

...**outstrips** all competition as a sales weapon through **personality selling**...

...combines the mirth and magicianship of Sandy Spillman, the housewifely chatter of Faye Stewart, the singing of pretty Patti Pritchard, with guests and games, interviews and innovations, in San Francisco's liveliest, sellingest local TV origination.

ask your Katz man for the whole story or telephone Lou Simon at KPIX — PRospect 6-5100

NO NORTHERN CALIFORNIA SALES CAMPAIGN IS COMPLETE WITHOUT

CBS kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

Harry Klusmeyer, MCA, Hollywood and **Lois Green,** traffic dept., Milton Weinberg Adv. Co., L. A., to Grant Adv., Hollywood, as radio-tv director, in merchandising dept. and in traffic dept., respectively.

William J. Stenson, formerly chief timebuyer, Weiss & Geller, Chicago, to Campbell-Mithun, same city, as chief radio-tv timebuyer.

James A. Brown Jr. appointed media director, Grant Adv., Detroit.

Joseph N. Kallick to Sealy Inc. (mattresses), Chicago, as advertising and sales director.

Herb Mason, former partner, Mason-Steele agency, Minneapolis, to Bozell & Jacobs, Minneapolis, as executive art director and production manager.

John H. Sheldon, executive staff, Kudner Agency, N. Y., appointed executive representative, Detroit office, succeeding **Richard J. Farricker,** resigned; **Casper H. Billip,** formerly creative director, Fletcher D. Richards Inc., N. Y., returns to Kudner Agency, N. Y., on copy staff.

Ronald M. Rosenfeld, formerly advertising manager, Young Men's Shop (clothing chain), Washington, to retail div., Applestein, Levinstein & Golnick Adv., Baltimore, as account executive.

Bruce Lindeke, former vice president, Edward S. Kellogg Co., L. A., and **Joseph H. Forrester,** art director, Mayers Co., L. A., to Charles Bowes Adv., same city, as account executive and art director, respectively.

Dene Carney, formerly creative director, merchandising and sales promotion dept., *Better Homes & Gardens,* Meredith Publishing Co., Des Moines, Iowa, to Bruce B. Brewer & Co., Minneapolis, as assistant account executive and copywriter.

Meredith S. Conley, Ted Bates & Co., N. Y., named manager, press dept., effective July 1.

James H. Beaumont to A. E. Staley Mfg. Co. (starch), Decatur, Ill., as public relations director.

David Wheaton, manager, merchandising staff, Knox Reeves Adv. Inc., Minneapolis, appointed manager, promotional planning dept., McCann-Erickson, Chicago; **Wayne Jervis Jr.** appointed assistant promotional manager.

Richard C. Steenberg to Biow-Beirn-Toigo, N. Y., as administrative assistant to executive vice president.

Joseph Biety to Parker Pen Co., Janesville, Wis., as assistant advertising manager.

Prudence Dorn, formerly with *Everywoman's* magazine, to promotion dept., Kenyon & Eckhardt, N. Y., as home economics director.

George J. O'Leary, account executive and copywriter, opens office at 624 S. Michigan Ave., Chicago, to serve as creative consultant to advertising agencies.

Jack R. Reich, motion picture writer-supervisor, North American Aviation Inc., Downey, Calif., and previously creative director, Kling Studios Inc., Chicago, to Erwin, Wasey & Co. Ltd., L. A., as radio-tv writer.

John D. O'Connell, McCann-Erickson, N. Y., to copy dept., D'Arcy Adv., N. Y.

Nancy Pitt, tv producer and copywriter, D'Arcy Adv. Co., Houston, Tex., to Mogge-Privett Inc., L. A., as copywriter.

Jack McFarland, publicist, Union Oil Co., L. A., to Dan B. Miner, same city, in similar position.

ABC FILM SYNDICATION REVAMPS SALES

Burns goes to New York as director of national sales; Donato made eastern sales manager; Greene appointed head of client service.

A REVAMP of ABC Film Syndication Inc., involving a new sales division, new posts and executive promotions as well as reassignments and additions was to be announced today (Monday) by Don L. Kearney, vice president in charge of sales.

Mr. Kearney said the changes presage "greater and more flexible" services to the film syndicate's advertisers, their agencies and to stations.

John B. Burns, midwest manager, moves to New York effective Oct. 1, to head the new division as director of national sales. Patric Rastall becomes acting manager of the midwest division.

Nat V. Donato, who continues as Canadian representative, has been appointed to the newly-created post of eastern sales manager, effective July 5. Additions to the eastern staff: Franklin Freeman as assistant to Mr. Kearney, and Robert J. Powers to be based in New England.

Joseph F. Greene, traffic manager with the organization since its inception, becomes manager of a newly formed client service department, effective July 5.

Fred J. Stratmann, with ABC Film since February 1954, meanwhile, is being transferred in the fall from Southern California to San Francisco to provide closer and more complete service to film clients in northern California and the Pacific Northwest, according to an announcement by the film syndicate's western division manager, William L. Clark.

Mr. Burns' news sales division will handle specialized program services, fitted for specific needs of national network advertisers, Mr. Kearney explained. As separate from the syndicated series, Mr. Burns' activity will be on both program ideas and pilot films from Hollywood and New York producers. Mr. Donato, from New York, will supervise syndication sales activities in the New England and Middle Atlantic states. Mr. Greene will handle routine traffic, contract, promotional and "quality control phases" of the company's contact with advertiser, agency and station clients.

MR. GREENE

Reason for the broad realignment, according to Mr. Kearney, is the increase in business, new program acquisition and the pace of newly developed industry trends. Negotiations now are in progress for additional properties, he said.

The new changes at ABC Film followed by some 10 days the syndicate's third annual national sales meeting in New York [AT DEADLINE, June 20]. That meeting emphasized selling that is tailored to local programming and national spot advertiser needs.

With ABC Film since its creation in 1953, Mr. Burns previously had been with CBS Television Film Sales, ABC Radio network sales in Chicago and with radio stations in programming and sales. Mr. Donato in the past had been with Guild Films, United Artists Tv, William G. Rambeau Co., C. P. MacGregor Co. and others. Mr. Freeman, with ABC since 1946 in other capacities, joined the film syndicate in 1953. He will operate from New York and will be responsible for sales coverage of upstate New York, in addition to metropolitan assignments. Mr. Powers was associated previously with Schmidt Lithography Co. and A. Stein & Co. in sales. Mr. Stratmann had been with the Oregon-Washington-California Pear Bureau, handling its advertising and merchandising.

MR. BURNS MR. DONATO

Meanwhile, George T. Shupert, president of ABC Film Syndication, announced that over the July 4 weekend the firm's New York offices will be moved to 10 E. 44th St. The telephone number will remain Susquehanna 7-5000. ABC Film Syndication maintains offices in New York, Chicago, Hollywood, Dallas and Atlanta.

$2 Million in Renewals Seen For Guild Films' 'Liberace'

PREDICTION that renewals for 1955-56 of Guild Films' *Liberace,* tv film series, will run in excess of $2 million was made last week by Erwin Ezzes, Guild vice president in charge of sales. Although present contracts for the coming season are not up until late summer, 137 sponsors already have renewed, Mr. Ezzes said.

Four stations have bought the show to sell to sponsors in their own areas. They are KLZ-TV Denver; WEHT (TV) Evansville, Ind.; KMTV (TV) Omaha, Neb., and WLWD (TV) Dayton, Ohio. The new *Liberace* series will go into production late this summer, Mr. Ezzes said.

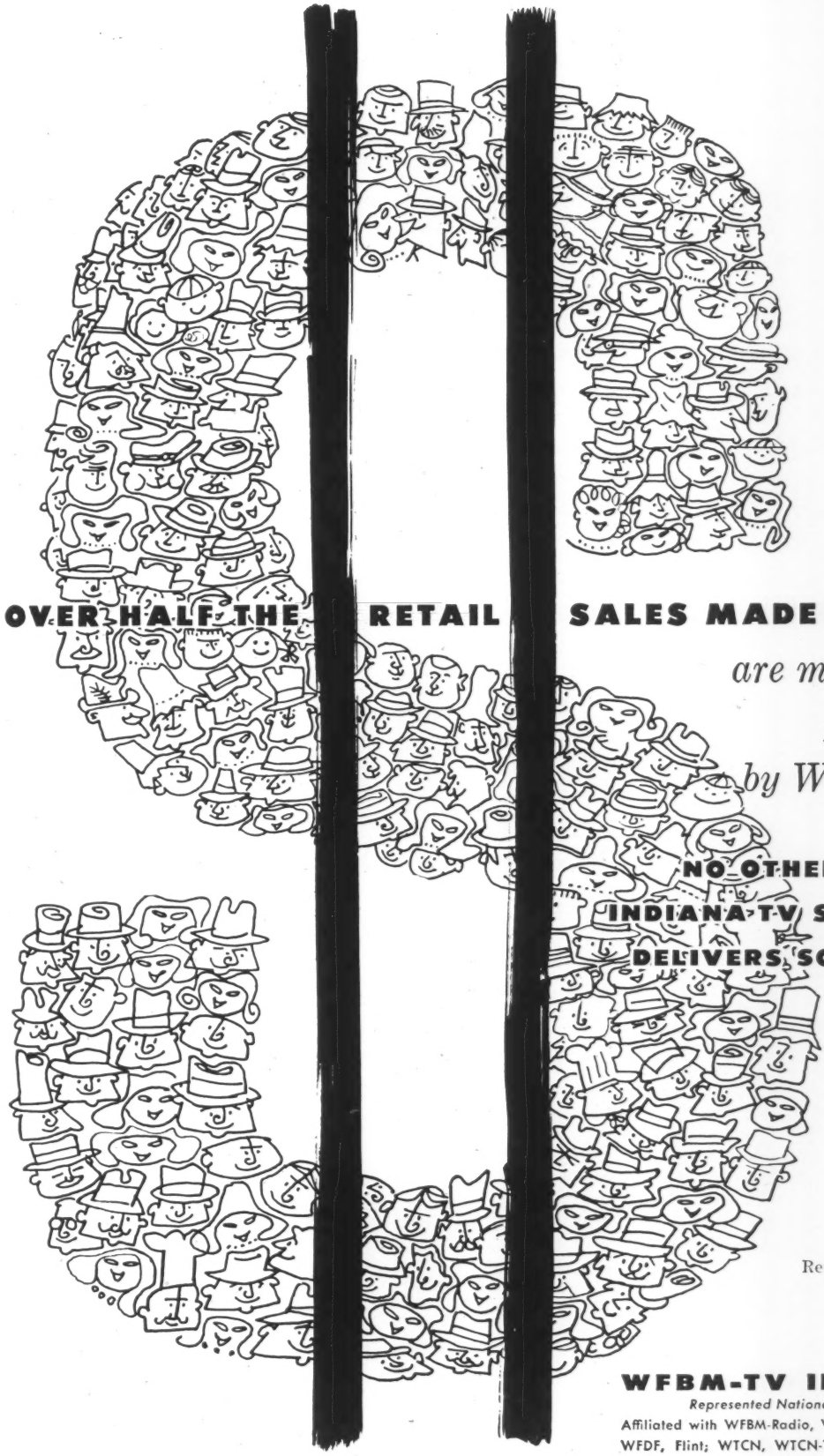
Pre-Trial Meeting Slated July 11 in 16 mm Film Suit

ATTORNEYS for both sides in the federal antitrust suit to force release of 16mm films to tv and for other use [B•T, Feb. 21] will meet July 11 in the chambers of Los Angeles District Judge Harry Westover to determine whether either side will ask postponement of the trial scheduled to start Sept. 6.

Meanwhile, both the Justice Department Anti-Trust Division and attorneys for the 11 defendant firms and six trade groups named co-conspirators have finished an exchange of main documents to be used by each side during the trial.

Official Ends Italian Deal

OFFICIAL FILMS Inc., New York, announced last week that it has terminated its agreement to distribute the Thetis Films of Italy's *The Three Musketeers,* tv film series, because of delay in the production schedule. An Official Films spokesman said the company "regrets having to take this step" but that, where Thetis had planned to deliver 26 half-hour programs of the series by March 1955, only 13 completed programs had been delivered by June 15.



OVER HALF THE RETAIL SALES MADE IN INDIANA

are made to the people served by WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Retail sales state-wide:
$4,634,271,000
Retail sales WFBM-TV-wide:
$2,478,295,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio, WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.

BARDAHL BUYS VITAPIX-GUILD LINEUP

Film company sells 'Confidential File' series to Bardahl oil company on Vitapix Corp. station lineup, starting in fall.

FIRST national sale of a television series on the Vitapix Corp. station lineup was completed last week when Bardahl Mfg. Corp (oil), Seattle, and associated companies in St. Louis and Boston signed for Guild Films Co.'s *Confidential File* series on an alternate week basis, starting in the fall.

Bardahl and its associated companies will sponsor the series on alternate weeks for 52 weeks on the Vitapix stations, as well as other tv outlets. A Guild spokesman said it is expected that when the program goes on the air, it will be sponsored by Bardahl on a total of about 110 tv stations.

Guild Films reported it currently is negotiating for another alternate-week sponsor and that details would be announced shortly. The total cost involved to the two sponsors for time and programming was estimated at $2 million.

The transaction was completed by O. Bardahl, president of the parent company; Irwin E. Fuchs, Bardahl Oil Co., St. Louis; A. G. R. Warner, Bardahl lubricants, Boston; Gerald A. Hoeck, vice president of Miller, MacKay, Hoeck & Hartung, Seattle, the agency, and Merriman Holtz, Guild sales manager for the northwest area. The Vitapix Corp. was represented in the negotiations by Ed Hall, vice president and general manager.

Mr. Hall said the series' sponsors will have "full flexibility in obtaining desirable telecasting periods in each market, yet will receive a single billing through Vitapix Corp., saving the sponsors considerable paper work."

Kenyon Brown of KWFT-TV Wichita Falls, Tex., president of Vitapix, expressed "extreme gratification" at the sale by Guild Films, and added:

"When we made our agreement with Guild Films, the objective of the stations was to be in a position to obtain good programming with fine sponsorship. We had long admired Guild Films for its excellent products and marketing efficiency. We are happy at the working out of our agreement through this deal on *Confidential File* and look forward to placement of other Guild Films programs over our station group."

Under their agreement, Guild produces and markets television programs for telecasting over the Vitapix stations and the stations, in turn, undertake to provide choice time for them.

Advance Showing Held On 'We Believe' Series

ADVANCE showing of *We Believe*, a new series of 13 half-hour films on what Catholics believe, has been held in New York. The film series, produced by the National Council of Catholic Men and featuring the Rev. James J. McQuade, S. J., of John Carroll U., Cleveland, Ohio, will be made available to tv stations beginning Sept. 1. They will be available for private showing in the spring of 1956.

Father McQuade began experimenting in the use of unusual visual aids in his teaching in Cleveland, had his own local tv show there for two years and last year appeared on NCCM's summer series on CBS-TV. *We Believe* was filmed by the Jam Handy Organization.

Cummings in Two Actions Involving Tv Film Shows

HASSLE over partnership rights to the *My Hero* syndicated tv film series was the subject of Santa Monica Superior Court action taken June 20 by actor Robert Cummings. He made application to obtain depositions from NBC, Official Films and packager Don W. Sharpe in an attempt to determine whether he has been receiving his claimed 30% interest from exhibition of the video series. Mr. Cummings claims NBC, an original partner in the deal, sold its rights to Official for a reported $110,000 and charges that he was not informed of the transaction or that his participation in the profits had to wait until Official had made up its purchase price.

In another legal action involving Mr. Cummings, an accounting of earnings of his former client was asked by agent-packager Don W. Sharpe in Los Angeles Superior Court last Wednesday. Mr. Sharpe claims that under an oral agreement made Sept. 1, 1952, he was to receive 10% of the actor's earnings.

On last Aug. 11 the agent contends Mr. Cummings notified him the contract was no longer in effect. The preceding day, according to Mr. Sharpe, actor Cummings signed a contract which the agent claims to have negotiated with McCadden Corp. for production of the NBC-TV *Bob Cummings Show*.

Nine British Films Bought by WCBS-TV

ACQUISITION by WCBS-TV New York of nine British-produced feature films was announced last week by William C. Lacey, manager of the WCBS-TV film department. Three films, produced this year, will have their world premiere on WCBS-TV this fall, according to Mr. Lacey.

Four of the films are Alexander Korda releases: "The Holly and Ivy" (1953), starring Ralph Richardson and Celia Johnson; "Fighting Pimpernell" (1954), starring David Niven and Jack Hawkins; "Mr. Denning Drives North" (1953), with John Mills, Sam Wanamaker and Phyllis Calvert, and "Home at Seven" (1953), with David Niven, Margaret Leighton and Jack Hawkins. The films that will have their first appearance on any medium, including the theatres, are "Where There's a Will," starring Kathleen Harrison, George Cole and Leslie Dwyer; "Windfall," starring Belinda Lee and Lionel Jeffries, and "Police Dog," with Joan Rice, Tim Turner and Sandra Dorne. The two other films in the package are "Undercover," with Michael Wilding and John Clements, and "Ships With Wings," with Michael Wilding, John Clements and Michael Denning.

Distributor for the Korda films is Clift Tv Films Inc. Sales of the other five features, all produced at Eros Studio, is American-British Tv Movies.

A TWO-YEAR run of *The Cisco Kid* on WSYR-TV Syracuse, N. Y., is contracted for by station executives with representatives of Ziv Television, which owns the property now going into its sixth year of production. L to r: seated, William V. Rothrum, WSYR-TV vice president in charge of programming; E. R. Vadeboncoeur, station president; standing, William Hooper, Ziv sales representative, and Fred I. Geiger, Ziv tv sales manager.

TPA Appoints Frieberg As Eastern Division V.P.

HARDIE FRIEBERG, who has been with Television Programs of America since 1952, has been elected vice president in charge of TPA's eastern division, Milton A. Gordon, president of the film company, announced last week. The eastern division covers 18 states from Maine to Florida, plus the District of Columbia.

MR. FRIEBERG

Mr. Frieberg, who will report to Michael M. Sillerman, TPA executive vice president, was with Ziv Television as an account executive before joining TPA. Prior to that he produced programs and had his own publicity firm.

WNAC-TV in Two Film Pacts

TELEVISION Programs of America and WNAC-TV Boston have signed contracts, according to Michael M. Sillerman, executive vice president of TPA, which will total over $100,000 for a five-year span in which the station will lease the *Ellery Queen* film series on an exclusive basis in the Boston area. In addition WNAC-TV has also taken an option on TPA's newest program, *Count of Monte Cristo* which will either go into syndication or be reserved for network sale. If the program is syndicated WNAC-TV will have exclusive rights in the Boston area for four and a half years.

Ike Films on Record

ACTING upon the request of the Library of Congress, Transfilm Inc., New York, last week sent golden cans of President Eisenhower's 1952 campaign tv films to Werner W. Clapp, chief assistant librarian. The films will become part of the Library's collection of Americana. The films, consisting of 40 tv film "commercials," were presented as the *Eisenhower Answers America* series. William Miesegaes, Transfilm president, last week recalled the films were produced in a record-breaking eight hours and said that the President worked like "a veteran performer."

"biggest thing since beer in cans"

"How do I know?" asks Pat Mahoney, genial stirrer and shaker at Cincinnati's famous Gourmet Room. "I've got *ears*, haven't I? Why do you think all these guys keep saying it, if it isn't so? Why do they keep putting their clients' money on WABI and WABI-TV if *that* isn't the best mixed combination in the State of Maine?"

He's nobody's patsy, this fellow! Knows the score in a rough game where the final score is all that counts! And whether *your* game is the selling of suds (in flakes or bars — or by bottles or cans) . . or any of the countless other products a red-blooded American market area consumes . . this radio-TV key can unlock the multi-million dollar purse-strings of seven jumbo counties in the most important part of Maine.

Beer in cans was a vibrant discovery. But sales in mid-Maine is no less vital to a well-rounded pattern of progress. And you *can't* attain it . . you *can't* sell efficiently in this bellwether state . . without the help of its foremost media— WABI (via radio), WABI-TV (via television).

Like beer and pretzels, they click!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

M-G-M TO MAKE PLUNGE INTO TV

Major picture producer will prepare half-hour series for ABC-TV this fall. American Tobacco reported interested in sponsorship. It's the third movie company for ABC-TV.

ENTRY of Metro-Goldwyn-Mayer pictures into the television field was announced last week with details released on *The M-G-M Parade,* a weekly half-hour tv series which will be carried on ABC-TV next fall. Although no sponsor information was disclosed, it was reported that American Tobacco Co. is negotiating with the network.

The agreement between ABC-TV and M-G-M calls for the latter company to produce a program consisting of a variety of material from old M-G-M short subjects, plus films of scenes from forthcoming Metro films. M-G-M is the last major Hollywood company to plunge into television, but while other companies have announced plans to produce shows specifically for tv, Metro intends also to use material it already has filmed. Included in M-G-M's backlog of short subjects are the Pete Smith cartoons, "Crime Does Not Pay" and the Fitzpatrick travelogues, among others.

With the signing of the contract with M-G-M, ABC-TV has agreements with three motion picture studios. The others are Walt Disney Productions, which produces the highly-rated *Disneyland* and also the upcoming *Mickey Mouse Club,* and Warner Bros., which will produce the full-hour *Warner Bros. Presents* series starting in the fall.

Financial aspects of the M-G-M transaction and the network time period of the new series were not revealed.

Statements issued by Leonard H. Goldenson, president of AB-PT, and Nicholas M. Schenck, president of Loew's Inc., parent company of M-G-M, called attention to the mutual benefit of the association. Mr. Goldenson said:

"M-G-M's decision to enter the television field represents a recognition of the present day joining-together of Hollywood and television into a powerful force for entertainment and for the pre-selling to the public of the new product of the studios for theatre release."

Mr. Schenck said M-G-M has made a study of television and "has in mind the point-of-view of the motion picture exhibitors." The upcoming tv program, he said, will be "good popular entertainment," but also will serve "the mutual interests of our customers and ourselves." He was referring to a portion of *M-G-M Parade,* which will be devoted to information about forthcoming motion pictures to be played in theatres.

FILM SALES

MCA-TV Film Syndication, N. Y., has sold 67 Roy Rogers and 56 Gene Autry feature films to WAAM (TV) Baltimore and WGN-TV Chicago.

Ziv Television Programs, N. Y., has sold *Science Fiction Theatre* to General Cigar Co. (White Owls), N. Y., through Young & Rubicam, N. Y., for showing in Chicago, S. F.; *Mr. District Attorney* to W. P. Fuller & Co. (paint), S. F., through Young & Rubicam, S. F., for L. A., Seattle, Salt Lake City; *D. A.* to Wish-Bone Salad Dressing Co., Kansas City, through Allmayer, Fox & Reshkin, Kansas City, for New Orleans; *D. A.* to Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., for Boston, Toledo; *D. A.* to National Premium Brewing, Detroit, through W. B. Doner Co., Detroit, for Detroit; for second year to Carter Products Inc. (toiletries, medicine), N. Y., *D. A.* in more than 40 markets, *I Led Three Lives* in Providence, R. I., and Pittsburgh, *The Eddie Cantor Comedy Theatre* in Charlotte, N. C.

Sterling Television Co., N. Y., announces sales of *Tales of Tomorrow* to KRON-TV San Francisco and KROC-TV Rochester, Minn.; *Sterling Cartoons* to KTIV (TV) Sioux City, Iowa, WNCT (TV) Greenville, N. C., and KTNT-TV Tacoma, Wash.; *Movie Museum* to Great Lakes Supply Co. of Bay City for WPBN-TV Traverse City, Mich., and *Beat the Expert* to West End Motors Corp. for WAAM (TV) Baltimore.

Van Coevering Productions, Chicago, has sold *Adventures Out of Doors* to KIMA-TV Yakima, Wash., and WNCT (TV) Greenville, N. C., through Sportsvision Inc., S. F., distributor.

CBS Newsfilm, N. Y., has announced two new subscribers, KRNT-TV Des Moines and WMAR-TV Baltimore, to its syndicated news service.

MCA-TV Ltd. Film Syndication Div., N. Y., has announced Bekins Van & Storage Co., L. A., renews *Where Were You,* half-hour tv film series, in L. A., S. F., San Diego, Sacramento, Fresno, Calif., Omaha, Dallas, Phoenix and Tucson, for 26 weeks starting on or before Oct. 15. Agency: Brooks Adv. Agency, Hollywood.

FILM PRODUCTION

Warner Bros. tv div., Burbank, Calif., has started shooting upcoming ABC-TV *Warner Bros. Presents* series for fall telecasting. First to start production is "Cheyenne" segment with Clint Walker, former Nevada deputy sheriff, in title role for director Richard Bare and producer Harve Foster. Scheduled to start shortly is the first hour-long film in "Kings Row" segment with Jack Kelly as "Parris," Nan Leslie as "Randy" and Robert Horton as "Drake." Former actor Paul Stewart is director and Roy Huggins, producer. Casting for "Casablanca" segment underway by director John Peyser and producer Jerome Robinson. Footage from "Giant," upcoming WB theatrical release, will be used for "behind the cameras" segment of series.

Harris-Tuchman Productions, Hollywood, has completed series of 17 live action-animation tv film commercials in English and Spanish for International Metal Products (Arctic Circle, Alpine air coolers), Phoenix, Ariz., through McCarty Co., L. A. Spot announcement campaigns being launched in seven states.

GEORGE LIBERACE (r), the piano player's brother, and Harry Sylk, president of the Sun Ray Drug Co., Philadelphia, discuss over a candelabra, the WPTZ (TV) Philadelphia *Liberace Show.* Sun Ray Drug is a major distributor of Serutan Co. products, sponsor of the weekly show on WPTZ.

Jack Denove Productions, Hollywood, signed by NBC-TV to film *The Dancers,* new tv series starring Bambi Linn and Rod Alexander. Series, scheduled for fall telecasting, is written by George Bradshaw and will be directed by Val Rosing.

Kling Film Productions, Chicago, announces tv spot commercials in production for following companies: Servel Inc., Evansville, Ind.; Sentinel Radio Corp., Evanston, Ill.; DeLiso Debs, St. Louis; First Federal Bank, Minneapolis; Myzon Poultry Builder, Chicago; Manitowoc refrigerator-freezer combinations, Manitowoc, Wis., and Standard Oil Co. of Indiana, Chicago.

RANDOM SHOTS

Milner Productions, Baltimore, has opened second and larger motion picture studio at 3800 Liberty Heights Ave.

TeleVision Snapshots Inc. (film production, distribution), N. Y., moves to 270 Park Ave.; telephone: Murray Hill 8-2077.

Ziv Television Programs, N. Y., has established public service department to handle requests for public appearances of Ziv stars from sponsors, agencies and civic groups. Unit is headed by Robert Friedheim in East and Herb Gordon on West Coast.

NBC Film Exchange has moved to new headquarters at Route 9W, Englewood Cliff, N. J. Building will consolidate all facets of shipping, receiving and booking of prints.

Kamar Productions, Hollywood, has acquired tv rights to "Bo," McNaught Syndicate dog comic strip created by Frank Best. Pilot film scheduled to be shot when dog for leading role has been selected.

General Motors Corp., Detroit, has announced distribution of GM Motion Picture Catalog for 1955-56, listing 61 16-mm sound films obtainable free by tv stations and other groups. Last year films had 750 tv showings, viewed by estimated audience of 13 million.

Olympus Film Productions Inc., Cincinnati, subsidiary of WLW Promotions Inc., has been sold to James B. Hill, OFP general manager.

National Telefilm Assoc., N. Y., has moved to 60 W. 55th St., New York 19; telephone: Plaza 7-2100.

MCA-TV Film Syndication Div., N. Y., has announced 26 half-hour films have been added to *Curtain Call* series, raising total number of episodes available to 39. Series will be sold in packages of 13, 26, or 39, with many of films sold as first run.

FILM PEOPLE

Jack L. Lemmon, formerly account executive, Transfilm Inc., N. Y., appointed vice president in charge of sales, ATV Film Productions Inc., same city.

Frank J. Shea, sales director, John Sutherland Productions, L. A., to Pelican Films, N. Y., as vice president in charge of sales.

William Hudson, animator, Famous Studios, N. Y., to tv commercial animation dept., Transfilm Inc., same city.

Douglas Kennedy, star of *Steve Donovan, Western Marshal,* NBC-TV Film Div. package, and actress Betty Lou Howell were married June 13.

Lee Torstrup, 33, assistant film editor, Walt Disney Studios, Burbank, Calif., died in an auto accident June 12.

NARTB ESTABLISHES COMMITTEE TO JOIN PAY VS. FREE TV BATTLE

The association's Tv Board, meeting at Hot Springs, Va., decides to appoint three-man unit to inform public and congress on pay tv issue. Heated comments expressed on "low-type" propaganda.

NARTB decided last week to join the free-swinging propaganda battle over pay vs. free television.

The association's Tv Board, meeting at The Homestead, Hot Springs, Va., took this stand Thursday afternoon after reviewing the state of the current outpourings from the publicity mills of pay-tv promoters.

NARTB's action was not unanimous. No announcement of the vote was made. Paul Raibourn, KTLA (TV) Los Angeles, a Tv Board member who sat in at the meeting, is chief executive officer of International Telemeter Corp., one of three subscription tv applicants before the FCC and a Paramount Pictures subsidiary.

First action taken Thursday morning by the Tv Board was to re-elect Clair R. McCollough, Steinman Stations, as chairman, and Campbell Arnoux, WTAR-TV Norfolk, vice chairman. The tv directors re-elected both by unanimous vote, paying tribute to their service in their official roles.

MR. McCOLLOUGH

In other actions the Tv Board:

• Decided the tv tariff (program transmission) problem was so important that the special Tariff Committee should be enlarged.

• Set up a committee to direct plans for a viewer reaction survey on behalf of the Tv Code Review Board (see story this page).

• Heard an "interim report" on the long-pending plan to set up a gigantic survey project to measure tv station circulation.

• Took the first association action over community tv by ordering creation of a committee to study broadcasters' legal rights in use of the programs by these non-regulated local wire feeders.

The association's campaign to defend the industry's interest in this basic media controversy will be directed by a committee of three Tv Board members to be appointed by President Harold E. Fellows.

The committee is charged with the job of telling congress and the public "pertinent facts and information . . . concerning pay television." A carefully worded resolution gave a mild version of the strong feelings of some of the tv directors. Corridor comments before and after the Thursday meeting were heated because of purported "how low can you get" propaganda.

Still standing on NARTB's records is a resolution adopted last April. An official position that stated it did not oppose fee-tv except where such proposed new services might usurp rights or facilities.

The board's Thursday resolution referred to informal FCC word that the date to file replies in the pay-tv proceedings would be postponed. Sept. 9 is the date usually mentioned.

Besides acquainting congress and the public with the industry's side of the pay-tv situation, the new three-man committee will counsel with NARTB management in preparing the association's reply.

Judging by the report on the big circulation measurement project, the preliminary problems are tough and won't be worked out in a hurry. It was noted after the meeting that brand new devices and research techniques must be developed because no such type of measurement has ever been attempted in the tv industry.

Richard M. Allerton, NARTB Research Dept. manager, is directing field studies being conducted by the Alfred Politz research organization. The special interview technique conceived for the project was developed for NARTB by Dr. Franklin Cawl, research consultant.

The problem of military and governmental discussions about possible use of part of the vhf spectrum was not considered by the Tv Board, being placed on the agenda of the Saturday meeting of the joint Radio and Tv boards. The Tv Board did not discuss the proposed new long-term presidential contract for Mr. Fellows. This has been in the negotiation stage for several months.

Thad Brown, NARTB tv vice president, submitted the report of the Television Transmission Tariffs Committee, of which Richard Salant, CBS, is chairman. This committee has discussed the problem of rate increases by AT&T for transmission of tv programs around the nation. The board felt this problem was of "transcending importance and the committee should be expanded to all-industry representation." Present members include W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and Chris Witting, Westinghouse Broadcasting Co. Ex officio members are Joseph McDonald, NBC, and Mr. Brown.

MR. ARNOUX

In discussing plans for the eighth autumn regional meetings, replacing the 17 district meetings, Mr. Brown said the program for "Television Day," third day of each meeting, would include discussions and talks dealing with the Tv Code, publicizing of tv program and advertising comments and reactions, labor relations, tv advertising, news and engineering. A Television Bureau of Advertising spokesman will handle the advertising part of the program.

Joseph M. Sitrick, NARTB manager of publicity and information services, reported to the board on work of the Television Information Committee, which handles the job of telling the public about television service.

Three directors were absent from the tv meeting—Ted Bergmann, DuMont Tv Network; Ernest Lee Jahncke, ABC-TV, and Harold Hough, WBAP-TV Fort Worth. Charles T. Ayers, ABC's member on the NARTB Radio Board, sat in for Mr. Jahncke.

Representing NARTB headquarters staff besides President Fellows and Messrs. Brown, Allerton and Sitrick, were Howard Bell, assistant to the president; C. E. Arney Jr., secretary-treasurer; Edward H. Bronson, director of Tv Code affairs; Vincent Wasilewski, chief attorney; Florence Mitchell, secretary to President Fellows, and Ella Nelson, secretary to Mr. Arney.

Mail Problems Lessened

ADOPTION of an "operations desk" plan by some 311 tv stations to date has largely solved the problem of misdirected mail to tv outlets, it was announced last week by Lawrence Webb, managing director of Station Representatives Assn., New York, which conceived the plan. Each station has set up an operations desk to which all film, slides, copy instruction, artwork, props and other commercial materials are addressed, SRA said. The practice arose from a complaint from advertising agencies that it was impossible to keep up with personnel changes at stations. In sending material to a station employe who had perhaps retired or resigned, agencies found that such mail was often misdirected until stations launched the operations desk policy.

PUBLIC SENTIMENT ON TV CODE SOUGHT

NARTB Hot Springs, Va., session initiates steps to ascertain viewer reactions. Quaal heads committee that also includes Baudino, McCollough, Jones and Russell.

NARTB's Tv Board gave the go-ahead signal Thursday at Hot Springs, Va., to a plan designed to find out what the public thinks about tv programs, advertising and the industry's self-regulation code project (see main Tv Board story, this page).

A Tv Board committee headed by Ward Quaal, WLWT (TV) Cincinnati, was directed to "implement" the public reaction survey. Other members of the committee are Joseph Baudino, Westinghouse Broadcasting Co.; Clair R. McCollough, Steinman Stations; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC.

The committee will work on such development problems as financing, type of questions to be asked in surveys and size of samples. Pilot work on the survey techniques has been done in the field.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Board, reported that code activity is expanding. He described observance of the Code by the four networks and 257 stations subscribing to its provisions as "healthy."

A recent study of Code enforcement covered a sample of 26 stations considered typical of the industry, Mr. Shafto said. He cited monitoring reports devoted to reviewing of children's programs and material telecast during late afternoon and early evening hours.

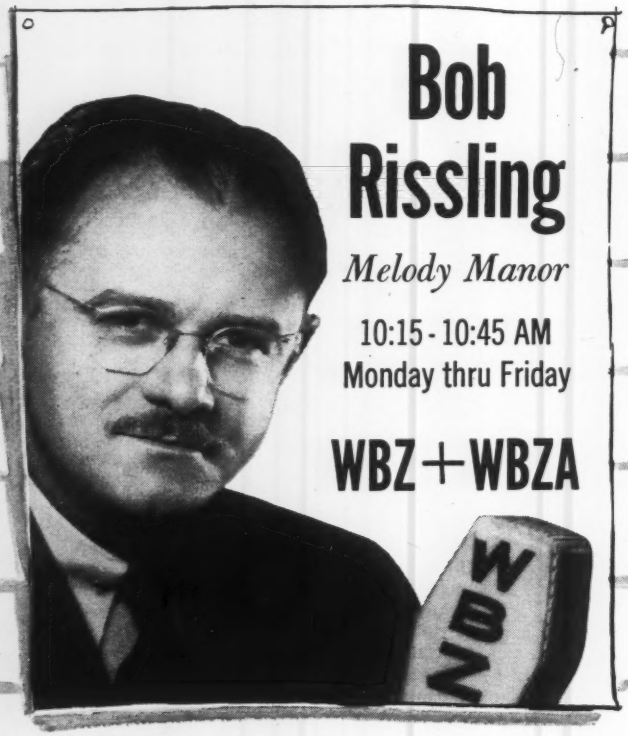
Next step in monitoring will be to expand and review advertising practices. At present the Code staff, headed by Edward H. Bronson, director of Tv Code affairs, consists of four persons. While no action has been announced, the Code group's staff may be further enlarged.

Code-subscribing stations are stepping up their campaigns to tell the public about self-regulation, Mr. Shafto reported. He said the newly designed seal is being displayed oftener by stations, along with the special film clips and slides that carry Code information to viewers.

Mr. Shafto paid tribute to pioneering Code

NEW ENGLAND'S FIVE MOST POPULAR

. . . ALL ON WBZ+WBZA



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
WBZ+WBZA—**BOSTON**	**BOSTON**—WBZ-TV
KYW—**PHILADELPHIA**	**PHILADELPHIA**—WPTZ
KDKA—**PITTSBURGH**	**PITTSBURGH**—KDKA-TV
WOWO—**FORT WAYNE**	**SAN FRANCISCO**—KPIX
KEX—**PORTLAND**	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS

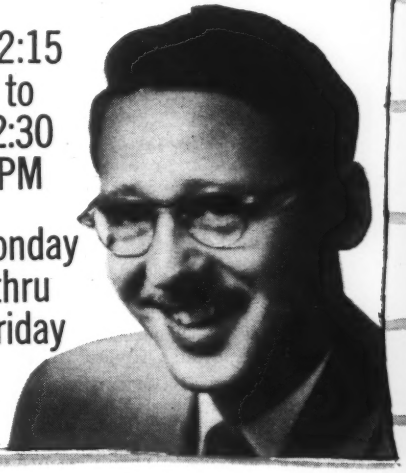
RADIO PERSONALITIES

CARL de SUZE

6:30 - 9:30 AM
Monday thru Saturday

WBZ + WBZA

NELSON BRAGG on WBZ+WBZA



12:15 to 2:30 PM
Monday thru Friday

More New England homes listen to each of these WBZ+WBZA personalities than to any local or network radio program on any other Boston station.*

The imaginative showmanship and station promotion that won the 1955 Variety Showmanship Award for WBZ+WBZA resulted in more New England homes tuning to WBZ+WBZA programs and personalities between the hours of 6 A.M. and midnight than to any other Boston radio station.†

WBZ+WBZA is an undisputed FIRST in New England radio. FIRST in coverage, FIRST in total audience and FIRST in the popularity of its personalities.

Let WBZ+WBZA's popular personalities sell for you. Call Bill Williamson, WBZ+WBZA Sales Manager, ALgonquin 4-5670; or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

*Av. ¼ hour total cumulative audience April Nielsen Station Index †April Nielsen Station Index

TAKING PART in a "Civic Salute to Broadcasting" tendered June 15 by the Milwaukee Assn. of Commerce to the city's radio-tv stations were (l to r): Mark Kehoe, chairman, public relations committee, Milwaukee Assn. of Commerce; Larry Storch, CBS-TV comedian; Harold Fellows, NARTB president, who addressed the association and the city's broadcasters [B•T, June 20], and Hugh K. Boice, WEMP Milwaukee general manager and chairman of the arrangements committee.

work by John E. Fetzer, who retired during the spring as Code chairman and to J. Leonard Reinsch, ex-vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle, who also retired from the Code Board.

Next Code Board meeting will be held in early September.

Illinois Broadcasters Fight New Libel Law

OPPOSITION was mounting on a number of fronts last week to a proposal in the Illinois legislature which, if passed, would render radio-tv stations in that state liable for defamatory statements uttered by political candidates.

The Illinois Broadcasters Assn., along with the Broadcast Advertising Club of Chicago, are out to thwart a measure authored by Sen. William (Botsy) Connors (Chicago). There were indications that other groups, including the Illinois News Broadcasters Assn. and individual stations, would fight it too, and that some IBA members would be reluctant to accept political talks in the future if the bill becomes law.

Bill Small, WLS Chicago news director and INBA president, has promised cooperation to IBA, he told B•T Friday. Earlier, on Wednesday, the House Judiciary Committee sidetracked the Connors bill by a 17-7 vote, but there was still a possibility the issue would come up on the House floor in the form of an amendment of some kind, possibly to other legislation.

The Connors bill (S 672) was introduced May 12, passed the Illinois Senate June 2 and was referred to the House Judiciary Committee June 10. Ostensibly designed to broaden the 1945 criminal libel law by including television as well as radio, it would deprive broadcasters of current libel protection and compromise the long-standing concept that "truth is a sufficient defense" against libel action in Illinois. "Truth" would be based on the reservation that a statement is uttered "with good motives and for justifiable ends."

Illinois station operators would be subject to a maximum $500 fine or a "jail term not to exceed one year."

On the motion of Sterling C. (Red) Quinlan, vice president in charge of WBKB (TV) Chicago, the Broadcast Advertising Club agreed to adopt a resolution opposing the bill in principle. He said WBKB will file a protest with Illinois Gov. William Stratton and legislators, too.

Sen. Connors introduced a similar bill to include tv in state laws two years ago. It was passed but vetoed by Gov. Stratton who questioned the constitutionality of a separate section devoted to tv libel and intended to absolve broadcasters from any liability.

While fighting the Connors measure, broadcasters are aligning in favor of a less controversial bill (S 205) authored by Sen. George Drach (Springfield). It would simply include television with radio in state libel laws and gives broadcasters additional protection against civil as well as criminal suits. The Drach measure, introduced March 2 and passed by the Senate June 9, is now before the House. Any legislation passed in Springfield after June 30 would not become effective until July 1, 1956.

All But One of U. S. Tvs Accept SRA Shared ID Plan

STATION Representatives Assn. is announcing today (Monday) that all but one of the more than 400 tv stations now on the air have registered acceptances of the shared ID standards promoted by SRA.

Lawrence Webb, director of SRA, called the acceptance of the standards by 423 tv stations "the highest unanimity so far achieved in the broadcasting industry." He added that advertising agencies planning tv spot campaigns, in which the 10-second shared ID is used, now may utilize commercial films either on the three-quarters screen standard or the full-screen 8-second video standard, with assurance of station acceptance.

"The original three-quarters screen shared ID was worked out by SRA to simplify commercial film art and reduce costs," Mr. Webb said. "The later full-screen standard came as the result of a growing use of the shared ID time segment. While it was difficult to work out technically, the tv stations cooperated in adjusting their projection practices, and the advertising agencies, through the AAAA, contributed the agency thinking on copy needs, and endorsed the resulting standard. SRA's work on the standards was headed by the tv sales committee under the direction of Jack Brooke of Free & Peters, chairman."

IKE URGES NATRFD INFORM FARM AREAS

FARM broadcasters can render an important public service by keeping rural audiences informed about world affairs, President Eisenhower said Tuesday in an informal talk with members of the National Assn. of Tv & Radio Farm Directors. He met with the delegates on the White House lawn.

The farmer must know about international events "so that he can fit into his concept of the whole his own particular problem, not merely viewing it in its isolated sense," the President said. He said farmers are caught between falling income and rising costs.

"Now I suddenly find that many people blame the flexible support law passed last year for this squeeze," he said. "Only people like you can inform the public that it has not yet come into effect; that the 1955 crops are not yet in. So I don't see how it could have much effect on the price situation as it exists up to this moment."

The three-day NATRFD meeting opened in Washington Monday with a breakfast sponsored by National Milk Producers Federation. Secretary of Agriculture Ezra Taft Benson greeted delegates, answering questions about farm problems. Other Dept. of Agriculture officials joined the conference.

Farm organization leaders held a panel at a Monday luncheon sponsored by American Plant Food Council. In the afternoon a group of Washington farm reporters took part in a panel that included Lyle Webster, Dept. of Agriculture information officer. A Monday reception was sponsored by American Feed Mfrs. Assn. and a dinner by National Agricultural Chemical Assn.

Tuesday's agenda included breakfast addresses by Hollis Seavey, director of Clear Channel Broadcasting Service, and Jim Beall, U. S. Weather Bureau. Conferences were held with senators and congressmen, followed by the White House visit and a Chesapeake Bay cruise.

Ad Council Aids Recruiting

THE ADVERTISING Council last week distributed special recruiting kits to radio and television stations for the Ground Observer Corps campaign of the U. S. Air Force. Ruthrauff & Ryan, New York, volunteer agency on the project, prepared both radio and television kits which contain announcements of various lengths, fact sheets, films, flip cards, balops and slides. More than 3,000 radio and 425 tv stations were circularized by the Advertising Council.

GATES

Hi-Watter SERIES

MORE WATTS PER DOLLAR INVESTMENT

3 TRANSMITTERS

MADE ON THE SAME PRODUCTION LINE TO SAVE YOU MONEY!

BC 250L--250 Watts

BC 500K--500 Watts

BC 1J -- 1000 Watts

You're all set for Conelrad with these Gates "Hi-Watters" because they tune the entire broadcast band. — Twin drive audio, center line metering, simplified adaption to remote control, cooler operation, low power consumption and the big transmitter design are your Gates "Hi-Watter" bonus features and at less cost than ever before. — You can step up too! Buy 250 or 500 watts now. Go to 1KW later without one penny premium. An attractive brochure is yours for the asking.

GATES

GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILL., U. S. A.

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street

Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St

Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

Fla. Broadcasters Reminded Of Radio's Healthy Outlook

ANNUAL convention of the Florida Assn. of Broadcasters in Miami Beach was told last Friday that the coming weeks could bring radio one of its healthiest seasons, because of a renewed interest in the medium among major advertisers. This prediction was made by John Karol, vice president in charge of network sales for CBS Radio.

Mr. Karol told the Florida broadcasters that radio set production in 1955 is up 40% over last year and that the total number of working radio sets is now 117 million. He pointed out that daytime strips are "reaching substantially bigger in-home audiences this year than last, and in nighttime radio it is now possible to buy more listeners for less money than in 1948."

The importance of auto listening was also stressed by Mr. Karol. "The new national Nielsen measurement of auto listening adds as much as 47% to the in-home audience," he said.

At CBS, radio sales in recent weeks have amounted to over six hours of sponsored time. He noted that one hour each had been sold to F. W. Woolworth Co. and American Oil Co.; a half-hour weekly to Sleep-Eze; a quarter-hour each to McKesson & Robbins and S-7 (insecticide); 50 minutes to Hazel Bishop; 25 minutes to Chevrolet, increasing its schedule to 18 broadcasts a week; a five-a-week daytime purchase by Wm. Wrigley Jr. Co., and a 25-minute weekly schedule to Gulf Spray.

Mr. Karol said radio's strength as an advertising medium would be irrefutable by fall. He added that "even its greatest skeptics would see the light and would attest to radio's job as a salesman by new and increased purchase of time."

Meyer Elected President Of Colorado Broadcasters

ELWOOD MEYER, KYOU Greeley, was elected president of Colorado Broadcasters Assn. June 18, with record attendance at the Glenwood Springs session. Mel Cooper, KRRT Trinidad, was elected vice president, and Phil Hoffman, KLZ Denver, secretary.

CBA adopted a resolution urging FCC rule-making on community tv systems but did not act on fee tv. Prose Walker, NARTB Engineering Dept. manager, will study implications of rule-making on satellite and privately-owned microwave relays. Another resolution urged proper use of rating services as a useful tool but not for comparisons of electronic media with print media using gross circulation measurements.

Wisconsin AP Radio Assn. Elects Mig Figi as Chairman

ELECTION of Mig Figi, general manager of WAUX Waukesha, Wis., as chairman of the Wisconsin AP Radio Assn. was held in conjunction with the annual meeting of the group in Milwaukee a fortnight ago. Mr. Figi succeeds Earl Huth, general manager of WHBY Appleton.

Theme of the session was "Radio's New Place in the Sun." Discussions were led by Mr. Figi; John Walter, general manager of WJPG Green Bay, and George Grabin, resident partner of the Arthur Meyerhoff advertising agency.

Resolutions adopted by the association commended the AP for its efforts to establish an association of news editors and directors, comparable to the AP Managing Editors Assn., and Jack Krueger, news editor of WTMJ Milwaukee, for his work with the AP on this project.

OFFICIAL SEAL of the Advertising Club of Denver is presented by outgoing President Lee Fondren (l), radio sales manager of KLZ there, to Bill Prescott, a partner in Prescott & Pilz advertising agency and newly-elected chief executive of the club.

AP Broadcasters Form Mass.-R. I. Association

ORGANIZATION of the Massachusetts-Rhode Island Associated Press Broadcasters Assn. on June 18, has been announced by the Associated Press. Rod MacLeish, news director of WBZ Boston, was elected chairman of the new association and Henry M. Solomon, manager of WNBH New Bedford, Mass., was elected vice chairman. L. P. Yale, chief of the Boston AP Bureau, was elected secretary.

The one-day meeting featured an address by Harold Fair, radio-tv vice president of Bozell & Jacobs Inc., New York. The representatives of AP member stations discussed news gathering and dissemination problems and methods. It also was agreed to name an individual as each station's news representative for the AP. The association, which tentatively decided to hold another meeting in the fall, pledged full cooperation in mutual efforts to broaden the AP's news coverage in the two states.

RAB Promotes 3 Staffers In Administrative Shifts

RADIO Advertising Bureau has promoted three staff members, President Kevin Sweeney announced Wednesday. They are:

William L. Morison, office manager since 1951 and assistant secretary-treasurer since 1952, to director of administration.

Ann Hoffman, executive secretary since 1952, to administrative assistant to the president.

Lloyd Cole, with RAB since 1953 when he was mail room supervisor, to office and production manager, assuming many of Mr. Morison's former duties.

Also announced was the rejoining of Imelda Simon, formerly secretary to RAB's local promotion director, who becomes secretary to the president.

Color Pre-Test of Products Cuts Dollar Risk—Cornberg

COLOR TV can be used in testing consumer reaction to a newly-designed product, Sol Cornberg, NBC director of studio and plant planning, said last week in a report to the International Design Conference in Aspen, Colo.

Mr. Cornberg, designer of studios and sets for NBC-TV's *Home*, *Tonight* and *Today* programs, said automation could translate designs into products for study, redesign and pricing with the use of color tv presentation to millions of potential purchasers. This pre-testing could be made before a company risks "great capital investment," Mr. Cornberg said. More than 300 international experts in the design field met in Aspen to discuss the relationship of design to communications, education, light and structure, city and landscape and leisure.

RETMA Delegates Guess At Continued High Set Sales

HIGH SALES of both black-and-white tv sets and radios are expected to continue in 1955 and 1956, according to an unofficial poll of manufacturers and component suppliers at the Radio-Electronics-Tv Mfrs. Assn. convention [B•T, June 20].

The "guess-estimates," released by RETMA last week, indicate sales will be maintained, according to those polled, this way:

Black-and-white tv sets—7 to 7.3 million in 1955 and 6.5 to 7 million in 1956.

Radios—12.5 to 13 million, including 4.5 to 5 million auto sets, in 1955.

"Guess-estimates" on color tv set sales ranged widely and were conditional on the extent of color broadcasting. The prevailing view was that about 35,000 color tv receivers will be sold in 1955 and between 250,000 and 300,000 in 1956, RETMA pointed out.

Young Homemakers' Radio Habits Listed in Brochure

NEW BROCHURE, "The Radio Listening Habits of Young Homemakers," was released last week to advertisers and member stations of Radio Advertising Bureau, New York.

The brochure defines young homemakers as women between 25 and 35 years of age with two or more children less than 13 years old. The RAB report stresses that 95% of these young homemakers listen to radio during an average week, with close to half listening every day of the week.

RAB's findings show that the favorite listening spot for homemakers is the kitchen. The preferred program format is music with news, with daytime serials following closely. The presentation is based on a study conducted for RAB by Pulse Inc. during April in six cities where tv penetration is high.

Vet Radio Guild Officers

HUBERT WILKE II was re-elected president of the Veterans Hospital Radio Guild at the annual meeting in New York. Also re-elected: Douglass Parkhirst, first vice president; Michael T. Enserro, second vice president; Marianna Norris, secretary, and Roy L. Deets, treasurer. Also on the board are Jean Tighe, Gladys Thorton, Walter Bishop and Roger Forster.

Board of governors of the Guild include J. L. Van Volkenburg, CBS-TV president; Ernest L. Jahncke Jr., ABC vice president and assistant to the president; Sydney Eiges, NBC vice president; Stanley Adams, ASCAP president; Carl Haverlin, BMI president; Hal Davis, Kenyon & Eckhardt vice president. The Guild, endorsed by NARTB a year ago, by the Radio & Television Executives Society, ASCAP, AFTRA, BMI, and others in the radio-tv and associated fields, uses time and talent from the broadcast and allied industries to aid hospitalized veterans as part of the Veterans Administration rehabilitation program.

It Happens Every Day...Millions Of Times

Yep—the family goes to market in Hometown and Rural America and they really "live it up." Cleaning tissue, automobile wax, hamburger and tenderloin, toothpaste and toiletries. You name it . . . they've got it at home and they buy it in huge quantities. Here is a rich and responsive market better and more effectively covered by the Keystone Broadcasting network than by any other advertising medium. Here is a market that TV overlooks!

Nice thing about Keystone is that you don't buy speculatively. You can cut and try. You can pick a group of eighty or eight hundred markets and discover quickly whether 15 minutes across the board will do the job or whether spots will move the merchandise and at a greatly reduced cost. The KEYSTONE story is a juicy one. It's all meat and no bone, fat or gristle. Why not let us tell you how we can serve you?

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓**TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓**MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓**ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	Meet the Press
6:15	TBA			
6:30	The Evening Comes	Summer in St. Louis	Mutual Benefit On the Line with Bob Considine (546)	
6:45			All-Star Sports Time	
7:00	Show Time Review S	Juke Box Jury	Richard Hayes Show	
7:15	George Sokolsky			
7:30	Valentine		Studio Concerts	
7:45	Henry Mile Travel Talk S			
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	Monitor
8:15				
8:30		Gary Crosby	Enchanted Hour	
8:45				
9:00	TBA	Kraft Foods Rudy Vallee (204)	Nat'l Labor Management Fulton Lewis	
9:15	Quincy Howe S		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	News	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Wings of Healing Global Frontiers	Meet the Press
10:45		U N Report	TBA	
11:00	Moods in Melody	News	Winnipeg Sunday Concert	Monitor
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	TBA	No Service		
	Budweiser Bill Stern	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie S (121)	Dinner Date	No Network Service
	Strange		American Home Prod. Gabriel Heatter	Miles Labs. News of World (168)
	Saga	Am Oil Ed. R. Murrow (89)	In the Mood	One Man's Family
	ABC News			Gen. Motors Henry J Taylor
	Just Easy Gregson	Mr. Keen	Top Secret Files •	
	News S	Amer Tob Edwards-News		Berkshire Festival
	Voice of Firestone	Lipton & CBS Col. (alt. wks.) Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
	Music Tent	Rosemary Clooney (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
	ABC Late News	Bing Crosby S	Brian Aherne's Spotlight Story	
	Freedom Sings Concert	Viceroy Cig. Amos 'n' Andy Music Hall (206)	Reporters' Roundup	Cities Service Band of America (113) N
	News	Robt. Trout, News Chevrolet (201)		
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly
	How To Fix It Co-op		Dance Orch.	The Great Gildersleeve
	News	Dance Orchestra	Distinguished Artists Series	
	Martha Lou Harp			TBA
	Songs by Dini	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		
	TBA	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service
	Strange		Bunker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
	Saga	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	ABC News			
	Jack Gregson	Suspense	Treasury Agent •	Toni alt with Paper Mate People Are Funny
	News S	News		
	Jack Gregson	Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S			
	Sammy Kaye S		Esso Reporter Footnotes to History	
	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Brian Aherne's Spotlight Story	Biographies in Sound
	Platter Brains S	Amos 'n' Andy Music Hall	The Army Hour	
	News	Robt. Trout, News Chevrolet (201)		
	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly
	How To Fix It Co-op		(Co-op) Men's Corner	The Great Gildersleeve
	News	Dance Orchestra	Dance Time	New England —A Regional Survey
	Take Thirty S			
	Singing with the Stars	News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jack... (29)
	Budweiser Bill Stern	No Service
	TBA	Delco Batteries Lowell Tho... (199)
	Vandercook CIO	Hamm Scoreboard
	Co-op Quincy Howe	Tenn. Ernie (121)
	Strange	
	Saga	Am Oil Ed. R. Mur... (89)
	ABC News	
	Jack Gregson	FBI in Peace... War
	News S	Amer. Tob... Edwards N...
	Jack Gregson	Disk Derby
	News S	
	Sammy Kaye	Bing Cros... S
	News S	Viceroy Cig. Amos 'n' A... Music Hall (206)
	President's News Conference	Robt. Trout, N... Chevrolet (20...
	News	Hamm Scoreboard
	AFL Edw. Morgan News	Dance Orchestra
	Pabst Fights	
	Singing with the Stars	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Monitor
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (302)	Monitor
11:15	Marines in Review		First Church How Christian Science Heals	
11:30	The Christian In Action S	News* Invitation to Learning S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	The Leading Question	U. S. Marine Band	
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light
12:45		Wash. Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (188)	1-2 p m Woolworth Hour (200)	Basil Heatter	Monitor
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club 9-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Hurleigh	No Network Service
	9:15–9:45 M-F Swift	No Service	Easy Does It	
	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Cook Chemical Cecil Brown Real News of the Morning Johnny Olson Show	
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	M.M.McBride
	Carnation Whispering Streets (224)	Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Dr N. V. Peale
	When A Girl Marries (165) S	Kellogg Minn. Mining (206) R	Kraft News	Joyce Jordan M.D.
	Companion S	Toni Lever Godfrey (205) R	10:35-11 Johnny Olson Show	Doctor's Wife
	Paging The New S	Pillsbury & Toni alt Fri (205) Pillsbury M-Th	Florida Calling With Tom Moore	TBA Standard Brands TuTh News
	Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Kraft News	C-P Strike It Rich (179)
	Your Neighbors Voice S	Second Husband S	Sloop-Eze Co Queen for a Day P. Lorillard (551)	C-P The Phrase that Pays (183)
	Valentine	GF on TuTh Wendy Warren (198)	Down at Holmesy's	Miles Fibber McGee & Molly
	Luncheon at Astor	Hilltop House	Kraft News	
	Sunshine Boys	Toni MWF Whitehall M-F Helen Trent (189)	Down at Holmesy's	
	How To Fix It	Whitehall-P&G Our Gal Sunday (183)	No Service	No Network Service
	No Network Service	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (182)	Mutual Music Box	
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor
		Farm News		
		St. Louis Melodies		
	(10-10:30) Table Products, Inc.	Garden Gate		
		News		
		Gen Fds (189) Galen Drake		
	Ball Bros. Breakfast Club Review	Galen Drake S	American Travel Guide	
			Conference Call	
	ABC News*	News*		
	Half Pint Panel S	Miller (175)	Lucky Pierre Show	
	All-League Clubhouse S	Robt Q Lewis (185) S & Milner	Philco Corp Phonorama Time 11:55 Young Living	
	ABC News	News		Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
	How To Fix It		I Ask You	
	101 Ranch Boys S	Romance S		
	Amerisan Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Monitor
	ABC News			
	Navy Hour S	City Hospital	Fifth Army Band	Chalmers Home Hour (Central Sta's)

DAY

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing Wa... Inc. Dr. Oral Ro...
2:15	
2:30	Dr. Wyatt Wings of H...
2:45	
3:00	Pan Americ... Union I
3:15	
3:30	Dr. Billy G... Hour of D... (237)
3:45	
4:00	Gospel Boat Old-Fashio... Revival Hr. (1...
4:15	
4:30	American Oil Co. Rhythm on the Road (230)
4:45	
5:00	Disciple S
5:15	
5:30	Church in the Home Fred Jordan
5:45 PM	

SUND

	CBS
	Woolworth Hour
	News
	Kelley Godfrey Show
	World Music Festival
	News*
	American Oil Co. Rhythm on the Road (230)
	News*
	Dr. A Sunday Afternoon
	Bob Trout Roundtable (188)

EVENING

FOR JULY 1955

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
Budweiser Bill Stern	No Service		
TBA	Dolce Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (184)	Dinner Date	No Network Service
Strange		Gabriel Heatter	Miles Labs News of World (168)
Saga	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family
ABC News	The Whistler	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
Jack Gregson	Amer Tobacco Edwards News	(Co-op) I Am Brady Kaye	Dr. Six-Sun
News S	Disk Derby	Esso Reporter Footnotes to History	Brown & Wm'son News
Jack Gregson		Brian Aherne's Spotlight Story	X—Minus One
News S	Bing Crosby S	State of the Nation	The Loser
Sammy Kaye	Ames 'n' Andy Music Hall	Virgil Pinkley	News from NBC
News S	Robt. Trout, News Chevrolet (201)	The Book Hunter	Fibber McGee & Molly
Rhythm On Parade S	Hamm Scoreboard	Dance Orchestra	The Great Gildersleeve
ABC News	Dance Orchestra	Mutual Reports The News	Jane Pickens Show
AFL Edw. Morgan News	News	U N Radio Review	No Network Service
How To Fix It Co-op	Dance Orchestra		News of the World Morgan Beatty
ABC News			
Front & Center			
Singing with the Stars			
Sports Report S			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
Budweiser Bill Stern	No Service		Richard Harkness Co-op
TBA	Dolce Battries Lowell Thomas (199)		No network Service
Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Philip Morris Campana Harrison Prods Tenn. Ernie (204)	Dinner Date	Alex Drier Man on the Go Co-op
Strange	Am Oil Ed. R. Murrow (89)	Amer. Home Gabriel Heatter	No Network Service
Saga	Bristol-Myers Godfrey Digest (200)	In the Mood	Miles Labs News of World (168)
ABC News	Edwards News	Counterspy *	One Man's Family
Jack Gregson	Disk Derby	Co-op City Editor	National Radio Fan Club
News S	Bing Crosby	Esso Reporter Footnotes to History	
TBA	Vicoroy (202) Ames 'n' Andy Music Hall	Brian Aherne's Spotlight Story	
News S	Robt. Trout, News Chevrolet (201)	Musical Caravan	
Sammy Kaye	Hamm Scoreboard	Virgil Pinkley	
News S	Dance Orchestra	Forbes Reports	Gillette Fights
Notes and Notations S		London Studio Melodies	Sports Highlights
ABC News	News	Mutual Reports The News	NBC Trvl. Bureau
AFL Edw. Morgan News	Dance Orchestra	U N Radio Review	No Network Service
How To Fix It Co-op			News of the World Morgan Beatty
ABC News			
Indoors Unlimited			
Songs By Dini			
Sports Report			

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi News	John Flynn	Monitor
Co-op Bob Finnegan Sports	Sports Roundup	World Traveler	
Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	
At Ease	Hamm Scoreboard	Basil Heatter	
Overseas Assignment	Gen. Mtrs., News	Pop The Question	
As We See It S	Make Way for Youth		
This Week In Washington S	Dance Orchestra	Wonderful City	
ABC News	21st Precinct (200)	TBA	
Dancing Party S	Disk Derby	Quaker City Capers	
	P. Lorillard Two For The Money (209)	Hawaii Calls	
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
	Chevrolet News A. Jackson (183)		
Ozark Jubilee	Saturday Night Country Style	CBC Symphony Orchestra	Monitor
Lawrence Welk Army Show	Dance Orchestra		
Statler Orchestra	News	Basil Heatter Commentary	
	Dance Orchestra	Airmen of Note	

6:00 PM
6:15
6:30
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8:45
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11:00
11:15 PM

DAYTIME

SUNDAY

CBS	MBS	NBC
Wadsworth Hour	Lutheran Hour (479)	Monitor
News		
Kathy Godfrey Show	(approx 2-4:30)	The Catholic Hour
World Music Festival	Gillette Co Warmup Gillette Safety Razor Co Game of the Day	
News*	R J Reynolds Tobacco Co Camel Scoreboard	
American Oil Co. Rhythm on the Road (200)	Nick Carter	
News*	Natl. Biscuit Adventures of Rin Tin Tin	
An A Sunday Afternoon	The Masquerader	
Bob Trout Chevrolet (200)		

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Dr. Malone	Bruce Elliot Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Mrs. Burton	(approx 2-4:30)	No Network Service
	MWF P&G Tide TuTh Sust. P. Mason (163)	Warmup S	
	Toni & Bristol Myers Nora Drake (201)		
The Martin Block Show	P&G Ivory FL Brighter Day (166)	Jackson Brewing Co Game of the Day	News
	Lever, Kellogg Houseparty * (183) R		Woman In Love
	Pillsbury MTh House Party Hawaiian Fri. (198) R*	R J Reynolds Tobacco Co Camel Scoreboard	TBA
Manhattan Matinee	No Service	Bruce & Dan	P&G Right to Happiness (175)
			Sterling MWF Stella Dallas (162)
Treasury Bandstand		Tex Fletcher's Wagon Train	Sterling M-W-F Widder Brown (162)
	News		P&G Pepper Young's Family
Musical Express		Quaker Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
Bobby Hammack & His What Four			C-P Lorenzo Jones (191)
Gloria Parker	No Service	Bobby Benson	Lone Ranger Gen. Mills Amer. Baker
Vincent Lopez		America's Buness	True Adventures
		General Tire Sports Time	
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Shake The Maracas	Stan Dougherty Presents	Ruby Mercer Show	Monitor 8 a.m. Saturday through Sunday Midnight
ABC News	String Serenade	(approx 2:00)	
Festival S	New Orleans Jazz	Warmup S	
News	Dance Music	Jackson Brewing Co	
Festival S	Treasury Bandstand	Game of the Day	
ABC News		R J Reynolds Camel Scoreboard	
Band Concert Promenade S			
Co-op Feature Horse Races		Bandstand U S A	
Band Concert Promenade S	Adventures In Science		
The World Tourist	Richard Hayes	Teenagers U S A	
Dinner at the Green Room S	News		
	Saturday at the Chase	John Price, News	

June 27, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55.
Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message

82 Tv Lighting Directors Form Society, Elect Officers

SOCIETY of Television Lighting Directors has been organized by a group of 82 network lighting directors from stations on the east and west coasts for the purpose of exchanging ideas, discussing new equipment and setting up standards with respect to lighting in live television production.

Organizational work on STLD began less than a year ago, and last month the society received its official charter. Officers are: Salvatore Bonsignore (CBS-TV), chairman; Leland Watson (freelance), secretary; Syd Samuels (ABC-TV), treasurer, and Robert Barry (CBS-TV), Imero Fiorentino (ABC-TV), Ian H. McKeon (NBC-TV) and Aaron Stephenson Jr. (NBC-TV), board members.

The society shortly will publish "Lighting the Artist," the first of a series of pamphlets. The first offering will cover five major lighting points: face and head, make-up, the whole figure, the wardrobe and background association. It is the belief of the society that tips incorporated in the pamphlet will help the tv actor and the director.

ANA Sets Two Meetings

ANNUAL meeting of the Assn. of National Advertisers will be held Oct. 31-Nov. 2 at Hotel Plaza in New York, ANA has announced. ANA's 1956 spring meeting will be held March 14-16 at The Homestead, Hot Springs, Va.

TRADE ASSOCIATION PEOPLE

Kenneth Striker, copy chief, McCann-Erickson Inc., L. A., elected president, Copy Club of L. A., with **Thomas C. Dillon,** vice president, BBDO, L. A., vice president, and **Charles E. Coleman,** vice president, Buchanan & Co., Hollywood, secretary-treasurer.

Mark Brooks, Emson-Freeman Co., L. A., elected president, L. A. Junior Adv. Club, with **Don Abajian,** *Los Angeles Herald-Express,* first vice president; **Tom Durkin,** Pacific Outdoor Adv., second vice president; **Bob Dellinger,** General Electric Co., treasurer; **Marge Beran,** Campbell-Ewald Co., corresponding secretary, and **Roz Cirlin,** Barth & Dreyfuss, recording secretary.

Mary E. Murphy, public relations dept., Borden Co., N. Y., elected president, Publicity Club of N. Y., succeeding **Donald C. Bolles,** public relations executive director, National Council of Churches of Christ in U. S. A. Other officers elected: **Ezra Dolan,** editorial service manager, Parade Publications, first vice president; **Ellen Lind,** partner, Lind-Gilbert Assoc., second vice president; **Tom Dundon,** president, Dundon Assoc., treasurer; **Mildred Plapinger,** publicity and fund raising specialist, secretary. Directors elected: **Joseph S. Rosapepe,** account executive, Dudley, Anderson & Yutzy; **E. B. Berlinrut; Amy Blaisdell,** public relations director, Helena Rubenstein; **Jan Lovett,** public relations and sales promotion director, Rose Marie Reid Swimsuits; **Lucille Shearwood,** women's news editor, D'Arcy Adv. Co.

Paul Gilmor, manager, WHBC Canton, Ohio, elected vice president, Canton Adv. Club.

Anne Hayes, women's activities director, KCMO-AM-TV Kansas City, named national chairman, public relations committee, American Women in Radio & Tv; **Mary McDonnell,** publicity director, WNYC New York, appointed chairman, AWRT national publicity committee.

George D. Matson, controller, NBC, elected to Controllers Institute of America.

THESAURUS SERIES MARKS GREAT DAYS

FIRST in a series of 10 patriotic radio shows, *Great Days We Honor,* marking the Fourth of July and featuring General of the Army Omar Bradley, has been distributed by RCA Thesaurus. Gen. Bradley also is featured in the nine other programs.

The program is the start of what will be a series presenting "the true and authentic meaning" of 40 patriotic and religious occasions, it was explained. The holiday series features Broadway stars Ray Middleton in the Protestant programs, Henry Hull in Jewish programs, and Father James Keller, director of the Christophers, narrates the Catholic programs.

The nine Protestant programs were produced with the aid of the Broadcasting Film Commission of the National Council of the Churches of Christ; the 10 Catholic programs were produced with the text by Monsignor Edward W. Broderick, and the 10 Jewish programs with the assistance of the School of Sacred Music, Hebrew Union College.

All of the series, produced and directed by Ben Selvin, RCA Thesaurus' manager of artists and repertoire, include various choirs or choruses, orchestras, organists and soloists, with music keyed to that traditionally associated with each holiday.

More Buy 'INS-Telenews'

INS Television Dept. last week announced the sale of the *Ins-Telenews Weekly News Review* in 18 additional markets, raising the total number of outlets to more than 30. New markets are: WSUN-TV St. Petersburg, KDKA-TV Pittsburg, WRGB (TV) Schenectady, KLAS-TV Las Vegas, WFBM-TV Indianapolis, KRBC-TV Abilene, KBET-TV Sacramento, WHO-TV Des Moines, KELO-TV Sioux Falls, S. D., plus Virgil Film Productions, San Juan, P. R.; KOMU-TV Columbia, Mo.; WOC-TV Davenport, Iowa; WROM-TV Rome, Ga.; KBES-TV Medford, Ore.; WDBO-TV Orlando, Fla.; KTVH (TV) Hutchinson, Kan., and KHJ-TV Los Angeles.

Fowler Heads Capitol Study

CAPITOL RECORDS Inc. has announced plans for an intensive study under the direction of William H. Fowler, New York vice president, which should lead to diversification for the company in the electronics field, according to President Glenn E. Wallichs. During the development stage Mr. Fowler will investigate the markets in this country for the wide range of electronic components, test equipment, industrial tv and associated apparatus which has been developed by Electric & Musical Industries Ltd. of England, the company which several months ago purchased a substantial controlling interest in Capitol.

Overnight Color

AUTHENTICOLOR Inc., New York, color laboratories, has established a new division to service independent tv commercial producers and program art directors and producers. Michael Lavelle, Authenticolor president, said the firm will offer overnight service for color film strips for storyboard or actual use as tv commercials, and for "colorstats," full-color photographic prints made from art or transparencies.

The AM-PAR Record Label

AB-PT Inc. has selected AM-PAR Record Corp. as the name of its newly-established phonograph record company [B•T, June 20]. Samuel H. Clark, president of the new AB-PT subsidiary, said AM-PAR also will be used as the label designation on the three speeds of records it plans to record, manufacture and distribute. Offices of AM-PAR Records will be on the 13th floor of the Paramount Bldg., 1501 Broadway, New York.

Community Tv Free of Blame For Tv Failures, Shapp Says

COMMUNITY tv systems cannot be blamed for the failure of tv stations—they only prove that people are willing to pay for a multiple choice of tv programs—Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, major manufacturer of wired tv gear, maintains.

Mr. Shapp's position became known last week when he received permission to release a May 18 letter he wrote to NARTB President Harold Fellows. Mr. Shapp's letter was in response to Mr. Fellows' comments on community tv in his B•T interview [B•T, May 2].

Advertisers, Mr. Shapp said, will not pay for including smaller markets in their tv coverage. But people in smaller markets will pay (with better antenna installations or community tv connections) for the privilege of picking up these programs from stations in larger cities, Mr. Shapp averred.

Mr. Shapp questioned the economic feasibility of satellites or boosters for small communities. He also disclaimed that closed-circuit systems were responsible for any tv stations going off the air. He said that when ch. 35 WJPB-TV Fairmont, W. Va., ceased operating it blamed its plight on the existence of a community tv system in Fairmont. But that system has only 2,285 subscribers, Mr. Shapp said, and that number is too small to make a difference to the success or failure of a tv station.

Community systems, Mr. Shapp declared, were an aid to broadcasters—extending their coverage and filling in their "white" areas.

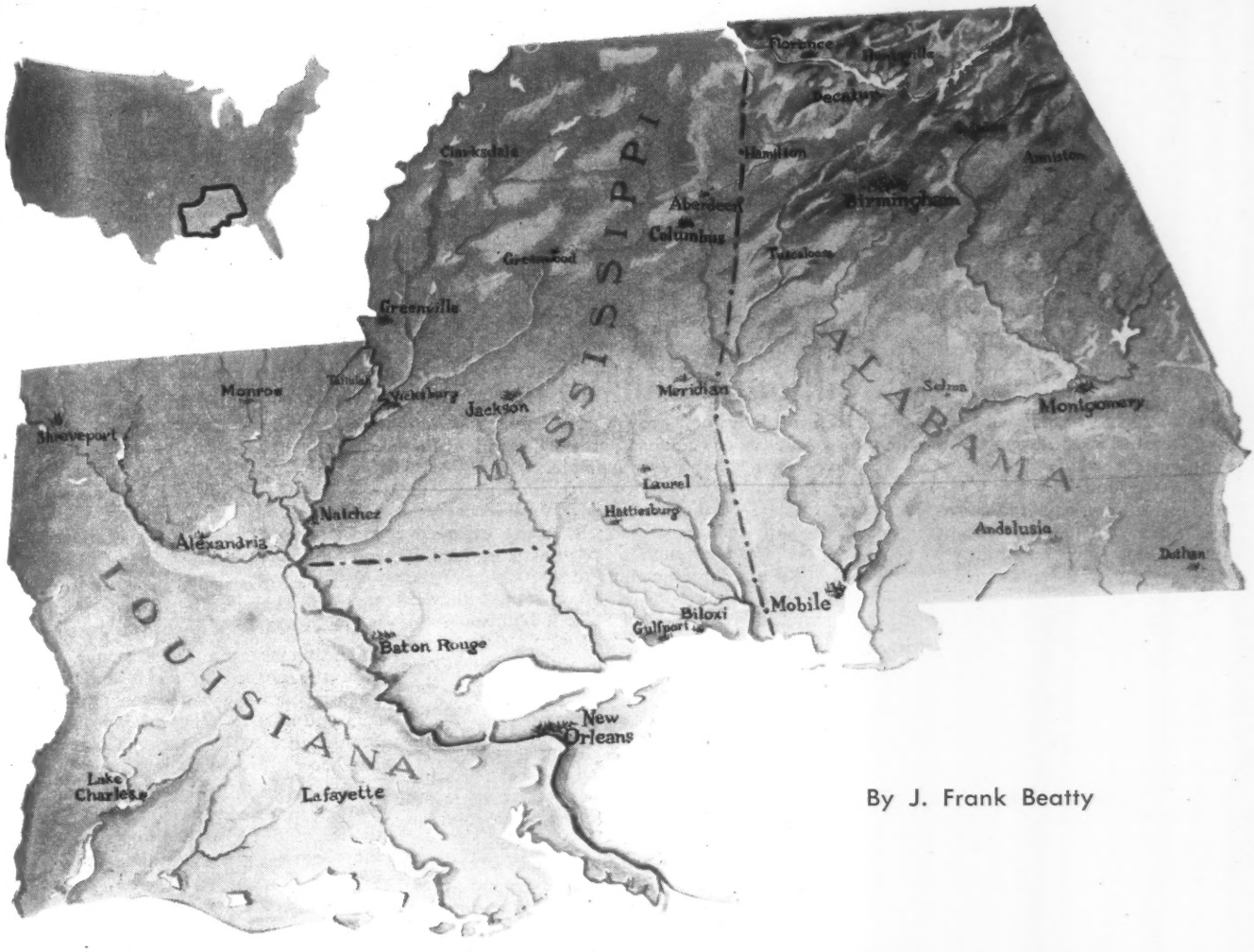
PROGRAM SERVICE SHORTS

Fremantle Overseas Radio & Tv Inc., N. Y., has obtained overseas radio-tv rights to Davis Cup Tennis matches. Competition this year will be carried live by NBC-TV in U. S. FORTv will handle delayed telecasts, by film, of matches, which will be played at Forest Hills, L. I., Aug. 26-27-28, over CBC, BBC and other overseas points. FORTv also will arrange direct radio broadcast of matches to Australia.

Frederic W. Ziv Co., Cincinnati, announced *The Eddie Cantor Show* sold in 13 additional markets, raising total markets to 263.

Gulf Brewing Co. (Grand Prize beer), Houston, Tex., through Foote, Cone & Belding, Houston, and **Crescent Mfg. Co.** (cake toppings), Seattle, through Honig-Cooper Co., Seattle, name Song Ads Co., Hollywood, to create radio-tv singing jingle spot announcements.

Sesac, N. Y., has released new catalog of over 8,500 bridges, moods and themes, encompassing over 1,400 categories, to all Sesac transcribed library subscribers. Catalog eliminates "spotting" by cueing all music for bridges, moods and themes from beginning of each cut and includes section of suggested themes for variety of programs. All music in catalog has been drawn from Sesac library.



By J. Frank Beatty

THE MID-GULF STATES

THE people of Guin, Ala.—population 1,600—are celebrating a birth.

There's a bright glow on Guin's civic cheeks this summer of 1955 as the town christens an industrial infant, a handsome air-conditioned factory named Minnesota Mining & Mfg. Co.

All Guin is proud of this addition to its economic family. It is proud, too, of the new vigor that is coming into the town's bloodstream from this $4 million plant, tooling up to supply 800 new jobs.

Like the rest of the 8,310,000 population in the Gulf Trio States of Alabama, Louisiana and Mississippi, the people of Guin are part of a lusty new farm and factory economy.

Fresh in the memory of Guin's 1,600, and the Gulf Trio's 8,310,000, are pre-war years when nearly everyone had to exist on the fruits of the soil—cotton, cypress and sugarcane.

Guin's story is new and thrilling to Guin and Marion County, Ala. This same story is being told day by day all over the Gulf Trio states . . . the story of new life and new money . . . of commercial creation.

To use an elastic statistic, Guin's story is applied to thousands of growing Gulf Trio communities this way: *Each new factory job means as many as six more jobs.*

The economic expansion of the South is told in that simple way. Interpreted with the same simplicity, it means that new jobs are lifting the loyal occupants of one of Nature's most favored areas from rural existence to farm-and-factory prosperity—lifting them faster than the nation as a whole.

Midsummer of 1955 finds the Gulf Trio abounding in factories, large and small, turning out metals, fabricated goods, semi-finished products, and many of the nation's chemical and mineral needs—plus cotton, cypress and sugarcane.

The economic artist who tries to paint the Gulf Trio States must wield a brush that reflects the night flame from Birmingham's furnaces and Baton Rouge's mazda-studded refineries.

And the glow on Guin's cheeks.

One new job equals six new jobs. Strange arithmetic but it's founded on careful study. The details deserve to be told, and are told, later in these columns (see page 54).

Jobs are born and better times quickly follow in Guin; in New Orleans; in Jackson, Miss. Birmingham is getting fabricating plants to process the iron and steel it used to ship out. Mobile keeps expanding its ports and lining its streams with huge new plants. Diesel-nudged barge fleets, heavy laden with raw and finished stuff, keep factory bins and store shelves filled. Montgomery sends Air Force eagles to distant but mythical targets. Lumberton, Miss., is getting a big oil refinery; well to the north Greenville watches a new Alexander Smith carpet plant treble its output. Shreveport's

EXPANDING MARKETS

THIS, the fourth in B•T's series telling the story of the nation's changing market economy, covers the growing states of Alabama, Louisiana and Mississippi. Previous articles have dealt with The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), and The Carolinas (March 21, 1955).

industry blends the charm of the Deep South with the whoops of the Texas range.

The statistical story of what's happening in the Gulf Trio states is told in Guin's $2,500 family income level . . . it was one-fourth that shortly before the war. And it's told in the thick jargon of the economist.

But the only way to understand the Gulf Trio story—to feel the throbbing pulse of this new industrial frontier—is to see for yourself. It takes at least 2½ weeks and 2,500 miles of earnest motoring from Jackson to Mobile, and from Decatur to Shreveport, to appreciate what's taking place in the Gulf Trio.

IN THE FACE of industrial growth the South still retains its famed graciousness. Ante-bellum manor houses still stand as landmarks of that era. This home near Biloxi is one example.

Extensive waterways and convenient shore lines were donated by Mother Nature, bounding rich soils. Long growing seasons, ample rainfall, fast-replaceable forests and unmeasured mineral resources fill out the basic list of needed resources.

New industries beget new industries, and expanded plants. In the Gulf Trio, Alabama had a head start because an iron and steel industry grew up around the iron ore deposits. New Orleans inevitably was the river capital through which midwestern commerce flows. Mississippi had to depend on cotton and the coastal economy.

The type of recent progress that has come to the Gulf Trio states is important to all who have goods and services to sell.

One of the South's better-known economists—Wailes Thomas, of the nine-state Southern Bell Telephone & Telegraph Co.—supplied B•T with two mid-1955 symbols of growth. They are per capita income and number of telephones.

Here's a simple table that vividly tells the Gulf Trio story from a pre-war pay-envelope viewpoint:

PER CAPITA INCOME

	1939	1955 Est.	% Gain 1939-55
Ala.	$242	$1,066	340.5%
Miss.	201	812	304.0%
La.	354	1,322	273.4%

Take a look at the United States as a whole for the same period:

U. S.	$539	$1,709	217.9%

Skim lightly over those figures and two obvious thoughts stand out: (1) The pre-war Gulf Trio was far below the rest of the U. S. in money-making; (2) It's catching up fast.

Now try on a postwar statistical symbol for size:

BELL TELEPHONES

	1945	1955	% Gain 1945-55
Ala.	181,230	475,011	162.1%
Miss.	111,458	276,905	148.4%
La.	265,780	654,755	146.4%

The United States as a whole showed an increase of just 100.4% in the number of phones during this same postwar decade.

All economic symbols, along with income and telephones, are moving upward in the Gulf Trio, matching the expansion of the entire South — "The New South" they're calling it along Wall St. and Madison Ave.

This commercial revolution in the Confederacy is not an automatic process. Concededly, industrialists are finally appreciating the natural advantages of this former one-crop region. Their interest obviously is not a sentimental liking for cypress-draped bayous or honeyed drawls. Rather they are looking for good places to locate plants and a labor force eager to operate them.

The result is a two-way type of aggressive southern competition for new industries. Alabama has a right-to-work bill and a five-year tax exemption plus local concessions. Mississippi has a tax leniency and BAWI (Balance Agriculture With Industry) program offering bond issues to provide sites and buildings. Louisiana has a somewhat similar bond inducement plus a 10-year tax exemption.

All three states have ample labor supplies available in most communities and these communities are combing the factory-flooded North in an effort to attract industries. Thus they compete first with the North and second with each other.

In the American way, southern cities are building their own prosperity. Their sultry inducements are luring heavy industry, fabricating and finishing plants of every conceivable type to the Gulf area.

The story of the industrial marriage of Guin, Ala., and Minnesota Mining depicts the sort of commercial courtship that gave birth to the slogan, "The Future Belongs to the South" [B•T, Nov. 15, 1954].

GUIN GETS WHAT GUIN WANTS

OUT in the heart of the St. Paul (Minn.) industrial area a group of curious businessmen sat around a conference table in the Minnesota Mining & Mfg. Co. offices.

They were listening to a fast-drawling Southerner who showed more stickiness than MM&M had ever been able to put on the backside of its Scotch Tape.

For the third visit this eloquent Alabaman, packing enough vitamins per oratorical ounce to equip an army of salesmen, was declaiming the charms of Guin, Ala.—its pure streams, cheap electricity, tax inducements and especially its abundant supply of eager, cooperative labor.

For the third time this spirited salesman had crashed Scotch Tape headquarters, all because a friend had tipped him off that MM&M was going to open a new Scotchlite reflectorized tape plant. The Scotch Tape executives had scoured the South in a search for sites and had been brushing off all industry-seeking spokesmen for Confederate communities—all but Hugh J. Fite, industrial agent for the Marion County (Ala.) Industrial Board, broadcaster (WERH Hamilton), property owner and most of all a booster for Marion County, who simply wouldn't be brushed off.

"Our people really want to work," Mr. Fite was saying as he looked directly at C. P. Pesek, MM&M vice president.

The phone rang, long-distance. Mr. Fite took the chance to catch his breath and note encouraging nods from Gov. Jim Folsom and a dozen other Alabamans who had been shanghied by Marion County's relentless booster to join his safari to Minnesota.

Not eavesdropping or anything on a phone call, of course . . . they just happened to hear: "But Gov. Folsom's right here in the room with a delegation from Guin in your state. And anyhow, we've decided on a site."

At that point Guin had won itself a big new factory, though nobody knew it yet—not even Scotch Tape executives. The party on the other end of the conference-room phone was a spokesman for Birmingham's famed Committee of 100 who had impressively offered to bring up the Governor.

MM&M had already definitely decided to put its new Scotchlite plant in Commerce, Ga.—a decision that was reversed that sixth day of July 1954. It was reversed because a zealous Alabaman made the long trip to St. Paul three times despite three no-use-to-come warnings and because he told an impressive story.

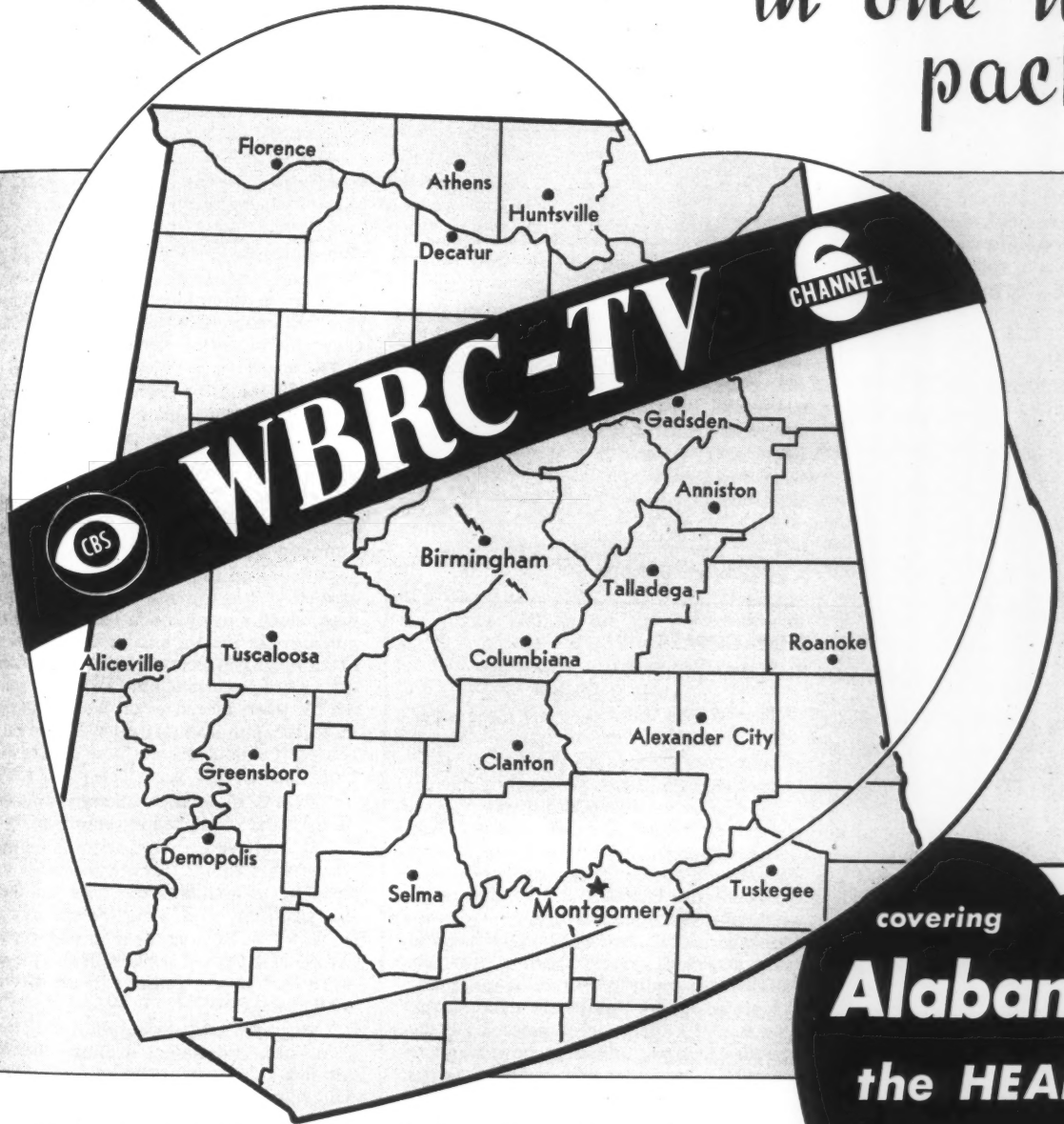
Up to a year or so ago all of Marion County had only five mills employing over 100 and none over 500. In the new MM&M plant, Guin has an industry that is expected to reach the 800-employe mark.

As often happens, these new industries like the high production and willing spirit of their southern employes so well that they enlarge their plants. These workers turn their earnings into refrigerators, radios, tv sets and automobiles as living standards improve. Additionally, new industries attract other new industries that use the finished products or supply raw materials.

That's the story of tiny Guin, Ala., once a rural village but now a growing town with a needle plant, box mill and, of course, a new Scotchlite factory. As in Hamilton, the county seat, and other Marion County communities, labor is non-union. It's not cheap, though pay scales aren't up to some

All wrapped up

in one neat package



covering

Alabama

the HEART of DIXIE

Wrapped neatly in this package are—Over two-thirds of the population of Alabama . . . A one-and-one-half billion dollar market . . . Maximum power delivering Alabama's greatest T.V. coverage . . . A C.B.S. Basic with top local shows . . . Consistent program preference. Your sales are all wrapped up when you buy WBRC-TV . . . Covering the Rich Heart of Dixie.

STORER STATION

NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● **BOB WOOD,** Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

of the North's highly-industrialized cities.

The Gulf States resent the "cheap labor" label. They contend that southerners are skilled with their hands, almost 100% native-born, proud to give the boss a good day's work and loathe to let outside organizers push them around. Towns like Guin have such anti-union devices as high license fees for labor organizers, fees for each worker who joins a union, plus state right-to-work laws.

Last spring's Louisville & Nashville railroad and Southern Bell strikes, with their sabotage, hurt the South's pride as well as its labor reputation.

Industry in the Gulf Trio states will ride out its labor problems and continue to grow faster than the nation as a whole, southern businessmen, farmers and public officials insist. Everything's in their favor, they add —topography, climate, resources and industrial potential.

In northern Alabama the Appalachian mountains start to fade out, with just a small chunk of real hill country in northeastern Mississippi. Louisiana rolls in the north but soon flattens out. Approaching the Gulf of Mexico, the climate of all three states becomes subtropical and there are few hills high enough to offer a view.

There's water everywhere, surface and underground, including 3,600 miles of navigable waterways (Alabama 730 miles, Mississippi 1,760 and Louisiana 1,130). In addition, Louisiana claims 6,000 miles of its bayous are navigable.

Inland waterways have always been the cheapest way of shipping bulk materials such as oil, gravel, coal, ore, chemicals and grain. The Gulf South has north-south and east-west waterways, including the intercoastal canal system.

These waterways are one of the South's secret weapons. Huge dieselized barge fleets are moving along the Warrior-Tombigbee and Tennessee river systems in Alabama, carrying everything from bauxite to automobiles. They're delivering 600 autos on a single barge cluster at half the cost of rail transport, according to American Waterways Operators. Barge tonnage in 1954 was 16% above 1953. New docks and warehouses are being built. Channels are being deepened. Tows are getting longer—up to a quarter-mile. And, of course, cities on barge lines have low rail rates.

All three of the Gulf Trio states have seaports, led by New Orleans and Mobile. Ocean-going ships bring in imports, feed them into water, rail, highway and air transport, and leave with products originating all over the Midcontinent area from Pittsburgh, Pa., to Butte, Mont.

Weather is mild in winter. That's fine for industry. In summer it's hot, ranging from humid to dry.

Rainfall ranges between 40 and 60 inches a year. Vegetation and trees grow up in a hurry in the mild climate. The flood problem is pretty well licked as a result of the dams and man-made lakes that take the load off levees. The water resources in the Tennessee Valley section have been harnessed, providing cheap power for industry and domestic use. Alabama coal helps fire steam plants that produce about half the power in water-harnessed areas.

Mineral resources include oil and gas. These form the foundation for one of the new boom-begetting industries—the petrochemical industry. Some 700-odd products are being made from oil and gas. Southern research is bringing in new ones as fast as laboratory workers can fill their test tubes. Development of oil and gas wells has moved eastward and southward from Shreveport, La., in the last several decades.

Now millions of dollars are being spent to exploit petroleum supplies underneath the Gulf of Mexico. Some of the geologists figure there is oil to last for generations.

Alabama's iron ore has been fed into its furnaces for well over a century, with coal and limestone nearby. The tristate area has clays, sand, bauxite and dozens of other minerals whose potential is alluring.

Timber stands are extensive in all the states. They include many hardwoods along with the pulp-yielding pine trees.

Agriculture is becoming modernized. The state universities match the best in the North. Mechanization is advancing. Introduction of crop diversification has solved the cotton-only problem that once plagued Alabama and Mississippi as droughts and southwestern competition left their impact. Louisiana has almost a monopoly on sugar cane plus its cotton and rice crops.

The word "sugar" sends tingles up and down the spines of chemists and industrialists as they contemplate what may become a brand new sugar-based industry—sucrochemistry. W. Howard Chase, vice president of McCann-Erickson, told about it last May 3 in an address to the U. S. Chamber of Commerce convention in Washington, summing up the subject this way:

"We are on the verge of a great new age of sucrochemistry, the chemistry of sugar, with benefits in livestock feeding, in human nutrition, in health, and in the development of new pharmaceutical products—even in the use of a certain kind of sugar solution which, when placed in oil wells, will enable us to recapture almost 60% of the oil that modern methods are not now able to extract from them."

"The age of sucrochemistry is only one of many miracles unfolding before us."

The Gulf South will get its share of new industries. Atomic energy potentials are too nebulous to predict at this time, but the area has electricity and water, atomic essentials. A recent newspaper item in Shreveport referred to a deposit some miles to the southward that gave a geiger counter a bad case of the shakes.

Oil, gas, salt domes, sulphur, coal, bauxite, iron ore, tidewater drilling—they're all around. Construction is at an alltime high. Huge chemical, metal and pulp industries are going up, especially around the rivers and Gulf. Small industries are going into small cities as well as metropolitan areas.

Last year wasn't as good as 1953 in many parts of the Gulf South economy, following the nationwide industrial pattern and the widespread droughts. Business and industry are looking better in 1955 and may equal or exceed the all-time 1953 highs.

Any roving Yankee who enters the Gulf States with a preconceived idea that they're full of "poh folks" will find his concepts undergoing a drastic overhaul before he has gone 50 miles on a toll-free superhighway.

WHEN INDUSTRY COMES

THE Gulf Trio States—Alabama, Mississippi, Louisiana—earned a modest sort of livelihood for centuries by the sweat of their brows, abetted by mule power and later tractors. For a few the living standard was high; for the rest it was low if not downright meager.

That was before industry came to the New South. As southern leaders observed how living levels were improving in the industrial North, they finally decided to go into action. They discovered that every new industrial job eventually brings as many as six new jobs. This led to adoption of state-operated programs designed to entice industries away from northern sites and to persuade new industries to set up shop in public-provided buildings on loaned or even donated sites. Various tax exemptions were offered.

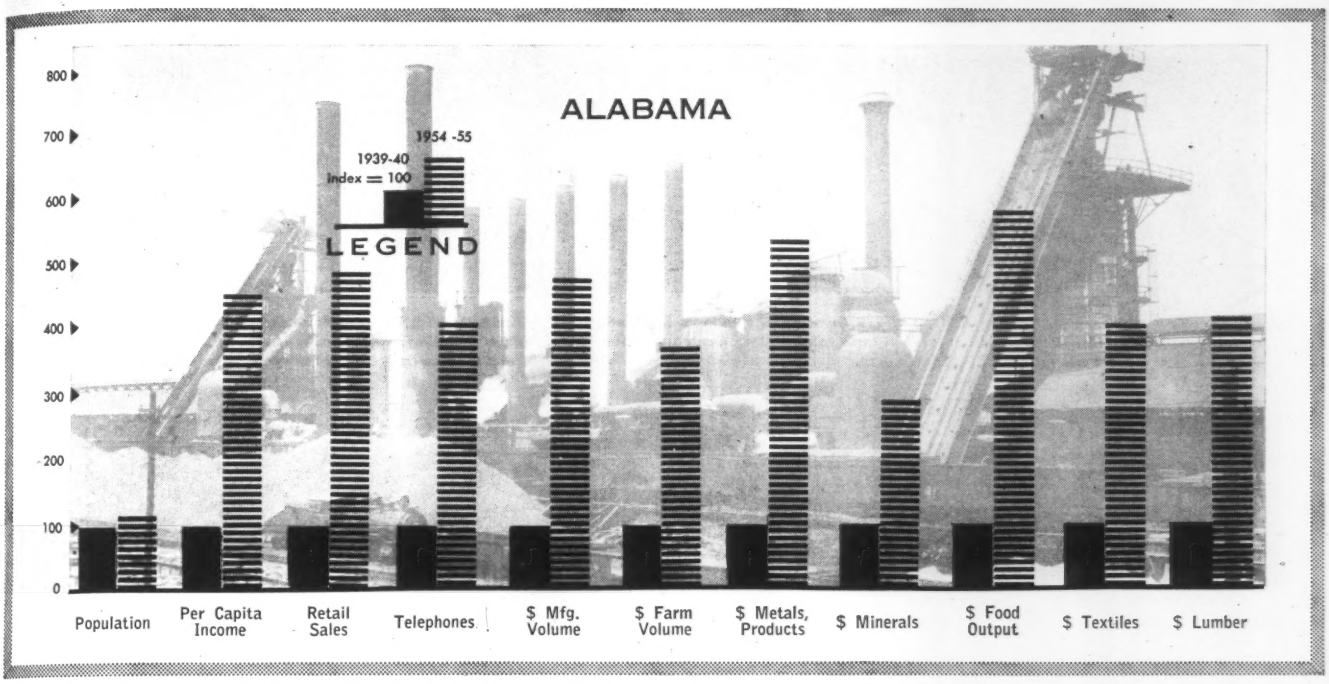
A scientific version of what happens when new industry arrives was described in May by Harry A. DeButts, president of Southern Railway System, at the 1955 convention of the U. S. Chamber of Commerce. First Mr. DeButts cited figures compiled in a recent survey by the Economic Research Dept. of the chamber. They show that each group of 100 new factory workers in a community brings these added economic blessings:

296 more people
112 more households
174 more workers
51 more school children
$590,000 more personal income per year
$270,000 more bank deposits
107 more passenger cars registered
4 more retail establishments
$360,000 more retail sales per year

The survey covered nine non-metropolitan counties, eight in the South.

Then Mr. DeButts added, "Increased per capita income resulting from industrialization also brings about expanding markets. This is an important and persuasive argument for attracting more new plants and more industrial facilities. . . . Since 1940, per capita income in the South—key to purchasing power and to markets—has more than tripled. As per capita income increased, an expanding market was created for products of all kinds, and industry now is growing more diversified. Everybody has benefited."

Southern Railway and electric and gas utilities have been leaders in exploiting the South's natural advantages and in bringing in all types of industries. The Southern set up an Industrial Development Dept. in 1894. Under present leadership of F. Clifton Toal, assistant vice president, the Southern has watched the Gulf Trio states grow, along with the rest of the New South.



ALABAMA

"ALABAMA," said several dozen of its better businessmen, "has everything."

From Huntsville, Decatur and Florence in the tumbled northern hills to Dothan and Mobile in the subtropical South, this state has shared well in nature's doling out of resources. Alabama has more kinds of more natural and man-made products than any other state, these business folks insist and they argue the point in this general fashion:

"Suppose some catastrophe—man-made or natural—cut off each of the 48 states from any neighboring state and from the rest of the country. Alabama would be the only state that could live all by itself as a self-sustaining and self-sufficient economic unit.

"Alabama has iron ore, coal and limestone in its hills—everything that's needed for the long-established furnaces and crucibles that pour out molten iron and steel. No other state can make that claim.

"In recent years the fabricating plants have been coming in, parking their presses and drills within reach of the iron and steel plants. So Alabama can make the machinery and products that an industrial area requires.

"Alabama has stone, clay for brick and tile, salt for chemical industries, and more recently oil wells to feed the young petrochemical industries that are developing across the Gulf States. It has extensive timber tracts that are the basis of the important lumber and pulp-newsprint industries that make up the third largest lumber-producing state in the nation.

"There is a complete agriculture ranging from cotton and peanuts to potatoes and fat livestock relaxing in deep year-round grasses; 97% of the 200,000 farms are electrified.

"Tennessee Valley Authority and Alabama Power Co. use dams and coal to turn out great quantities of cheap energy.

"Even if the railroads were destroyed, highways cut off and airports gutted, there are 2,000 miles of navigable rivers and lakes—enough to handle necessary transportation—plus Mobile Bay and the Gulf Coast.

"The rivers and lakes teem with fish and the Gulf has shrimp and oysters to spice a seafood diet.

"There's bauxite for the big aluminum plants, cellulose for synthetics, and cotton, too, for the looms. The rainfall is ample (53.3 inches) and the climate is mild.

"Anything else you want? We have that, too—gold and silver to make money."

The license plates of motoring Alabamans carry the familiar "Heart of Dixie" symbol. A trek up and down, and across, verifies a newer label, "Industrial Heart of Dixie." Visits to the steel areas of Birmingham, Bessemer, Gadsden and Anniston are impressive to the northern observer. Tours across the TVA lake country, with mile-long dams and their barge-laden locks will confirm the claims for the hill-country manufacturing and chemical industries.

Splitting north Alabama from the south is a 30-mile belt of mellow black soil that has interested stock growers from far off, including the King Ranch interests. All is relatively level or gently rolling south of Montgomery, the capital. Montgomery is next only to Birmingham and Mobile in population. The long drive from Montgomery to Mobile provides a good view of a growing land economy spurred by modest industries. Near Mobile an industrial structure of importance starts to unfold, principally along the rivers and bays. Birmingham and the other steel cities have long-established reputations as factory areas. Now Mobile is getting its share, and more, plus an expanding commerce.

Last year Alabama business fell off from the record 1953 levels, following the general industrial slack and the steel decline. Business and manufacturing began picking up in the last weeks of 1954, according to Earl L. Bailey, of the U. of Alabama Bureau of Business Research, and 1955 is looking better.

Consumer and industrial demand improved despite some stock market shakeouts. Needs of automobile, machinery, construction and other lines in the first half of 1955 indicated the year may wind up in a better position than 1954, unless steel or automotive labor troubles interfere. Textiles had slacked off but prospects were improving.

Severe drought hurt agriculture last year. The important corn crop was down over 40% but there were improved cotton and hay yields and cattle as well as sheep set new records.

The spread of industry and the development of new farm crops and food processing helped Alabama ride out with moderate strain the drought and the nationwide industrial dip that marked 1954. Birmingham has pulled out of a postwar standstill. Steel plants are increasing their capacity. The general tone of the populace is good and traditional Alabama hospitality abounds. Northerners are moving into Alabama, just as they are moving into other southern states. The population is 43% city, 57% farm; 68% white, 32% Negro. Population isn't increasing fast, except in some of the urban areas, but there are more jobs and the living standard has been rising rapidly.

Perhaps typifying the friendly aggressive spirit is the sign at a gasoline-eatery stand near Monroeville, "If you can't stop, wave."

BIRMINGHAM

MOST of the civic-minded businessmen of now-thriving Birmingham observed Christmas Day, 1949, in a mood of municipal mourning, half-way convinced they were living in the city that Santa Claus forgot.

Awaiting the turn of the half-century,

THE AIR UNIVERSITY—at Maxwell Air Force Base, is one of many great military installations in the service area of WSFA-TV. This Montgomery base alone, last year, provided a $52,000,000 boost to the economic growth of the New South.

STATE CAPITOL BUILDINGS—showing the new $3,000,000 state office building which flanks Alabama's historic State Capitol. Here the Confederate States of America was organized.

"The Old Order

(PICTURED BELOW) Largest indoor arena in the world, Alabama's Coliseum in Montgomery seats 13,000 with vision unblocked by supporting pillars because of its unique suspended concrete roof. Strikingly new in design, the Coliseum is proving a great aid in the expansion of agriculture and industry in the New South!

NORMANDALE—a $2,500,000 suburban shopping center—boasts 200,000 square feet of ultra-modern stores and parking for 5,000 cars. One of Montgomery's newest centers, Normandale includes a complete department store and medical building as well as the largest super market in Alabama.

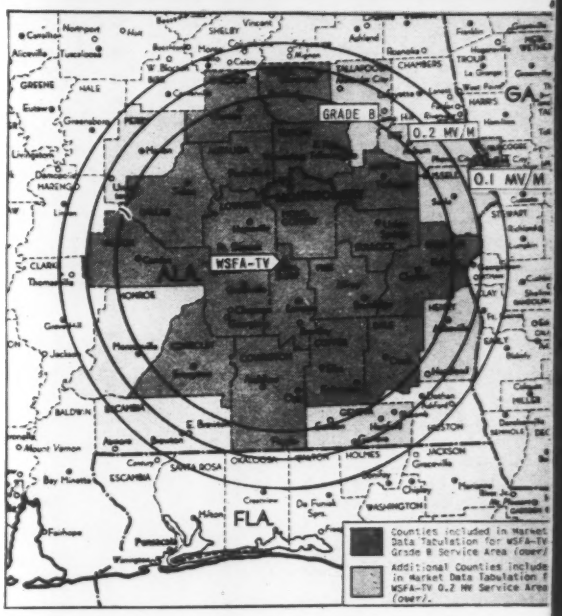
Changeth...

giving way to the NEW"

The Old Order . . . the era of Crinoline skirts and Mimosa-fringed mansions . . . is now replaced by an industrial and agricultural growth remarkable in any section of the country. Vibrant growth, boundless energy, optimism and opportunity are the Order of the New.

WSFA-TV serves this area from the capitol city of Montgomery . . . serves a population of 1,118,643, producing retail sales in 1954 of $667,339,000.00. A keynote to the tremendous development of this area is the fact that Metropolitan Montgomery outranks in retail-sales-per-household such cities as Birmingham, Mobile, New Orleans, Baltimore and San Diego. The pattern of this area is tailor-made for television. And WSFA-TV's coverage is a new, un-duplicated audience receiving "Class A" television service for the first time.

An increasing list of advertisers are recognizing the "changing order" . . . and are now reaching and selling this new market on WSFA-TV in Montgomery, Alabama!


GRADE B
0.2 MV/M
0.1 MV/M
WSFA-TV
GA
ALA
FLA
Counties included in Market Data Tabulation for WSFA-TV Grade B Service Area (over)
Additional Counties Include in Market Data Tabulation f WSFA-TV 0.2 MV Service Area (over).

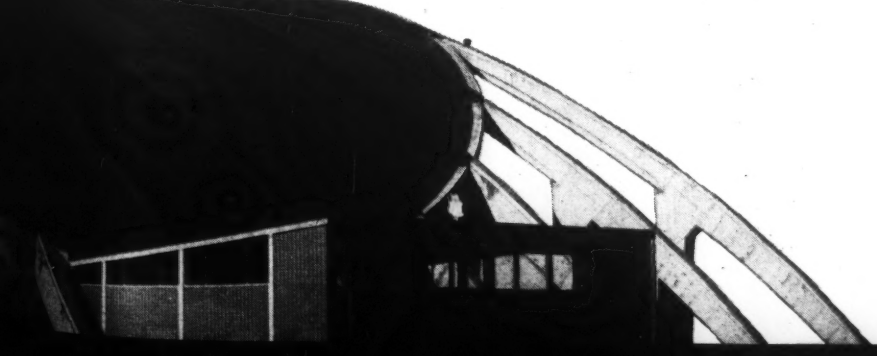
New, unduplicated, regional coverage with 316,000 watts, from a 1,040 foot antenna, 21 miles south of Montgomery. Favorable terrain, plus quality programming, puts WSFA-TV's picture in homes all the way to the Gulf Coast!

Channel 12 WSFA-TV

MONTGOMERY, ALABAMA

HOYT ANDRES, Station Mgr. • JOHN HUGHES, Sales Mgr.

NBC **TELEVISION**



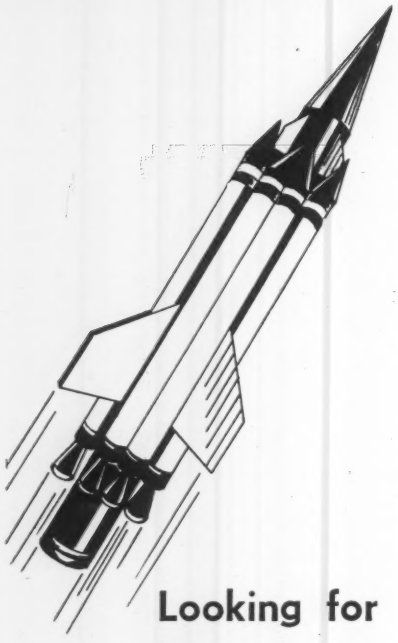
WSFA-TV MARKET DATA

Population	1,118,643
Total Retail Sales	$667,339,000.00
Consumer Spendable Income	$963,398,000.00

Note: In retail-sales-per-household, Montgomery Metropolitan area outranks Birmingham, Mobile, New Orleans, Baltimore, Cincinnati and San Diego.

Owned and operated by THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WKY-TV & WSFA

Represented by THE KATZ AGENCY, INC.



Looking for
Rocket
Sales?

Look to
WHBS
5000 Watts ABC
Huntsville, Ala.

Home of the
Guided Missile
(Redstone Arsenal)

Trading Area with
331,200 population

Buying Power proved
by Retail Sales of
$187,782,000

Represented by
GILL-PERNA

Southeast
Harry Cummings

ALABAMA SPOTLIGHT

AREA—51,078 sq. mi. (larger than Pennsylvania).

Population (mid-1955 estimate)—3,150,000.

Appalachian Mountains level off in northern Alabama, with the highest hill 2,407 ft. above sea level. Terrain slopes southward to the Gulf. Tennessee River Valley in the north is fertile, with man-made lakes. A black belt crosses the center of Alabama, consisting of rolling prairie, woods and rich pastures. Sub-tropical crops are found in the level southwestern corner. Florida's panhandlish coast area leaves Alabama barely 60 miles of coastline, split by Mobile Bay.

Hills of red iron ore, limestone and neighboring coal long ago spurred industrial development while other southern states stuck to cotton. Last year fell below 1953 in industrial output, following the national pattern. Steel's drop of 18% was compared with a U. S. drop of 21%; pig iron down 12% compared to 23% for the U. S.

An upward industrial trend around the nation in the last quarter of 1954 continued into and was felt in Alabama as the new year started. Construction activity may top the alltime record set last year. Actual demand, and prospective demand as well, promised to make 1955 a good industrial year.

Retail sales of $2.6 billion in 1954 were 2% below the alltime record set in 1953, according to U. of Alabama's Bureau of Business Research. December set an alltime high—125% of the 1948 average month. Bank deposits and debits, postal receipts, life insurance sales, state tax collections and livestock receipts were higher in 1954.

Main farm crops value of 1954 marketing from 200,000 farms of which 184,000 are electrified (1954 figures are preliminary):

Total farm income in 1954—$377.3 million; $422 million in 1953.

Cotton $16.6 million; $19 million in 1953.

Pecans $3.4 million; $4.6 million in 1953.

Sugarcane syrup $619,000; $698,000 in 1953.

Corn $47.5 million; $74.1 million in 1953.

Wheat $1.1 million; $919,000 in 1953.

Vegetables $4.8 million; $6.1 million in 1953.

Livestock receipts (Montgomery only) 270,000 cattle, 67,000 calves, 31,000 hogs in 1954; 237,000 cattle, 37,000 calves, 34,000 hogs in 1953.

Farmers suffered from hot dry summer with lower yields per acre. Corn acreage was up but yield was lowest since 1881. Record crop of oats but hay was poor. Livestock income increased from $159.7 million in 1953 to $165.5 million in 1954, record figure. Sheep highest in decade.

In the foreign trade category, imports increased slightly in 1954 but exports fell off a bit. Main exports—wheat (down in 1954), dried milk and solids (way up), soybeans (down over 50%). Main imports—aluminum ores, concentrates and scrap; refined copper in crude forms, iron ore and concentrates. Mobile Customs District (includes Mobile, Birmingham port and Mississippi Sound) reported 13% increase in tonnage.

Industrial production 1954 (estimated):

Primary metals $701 million; $890 million in 1953.

Fabricated metals $84 million; $89 million in 1953.

Textiles $474 million; $509 million in 1953.

Paper $102 million; $108 million in 1953.

Food $290 million; $302 million in 1953.

Apparel $90 million; $97 million in 1953.

Textile industry, with overcapacity, showing 1955 upturn over a long slump. Cotton consumption 13% above same 1954 period.

More miles of navigable rivers than any other state in U. S. (Tombigbee, Warrier, Tennessee, Mobile, Alabama, Coosa and Tallapoosa).

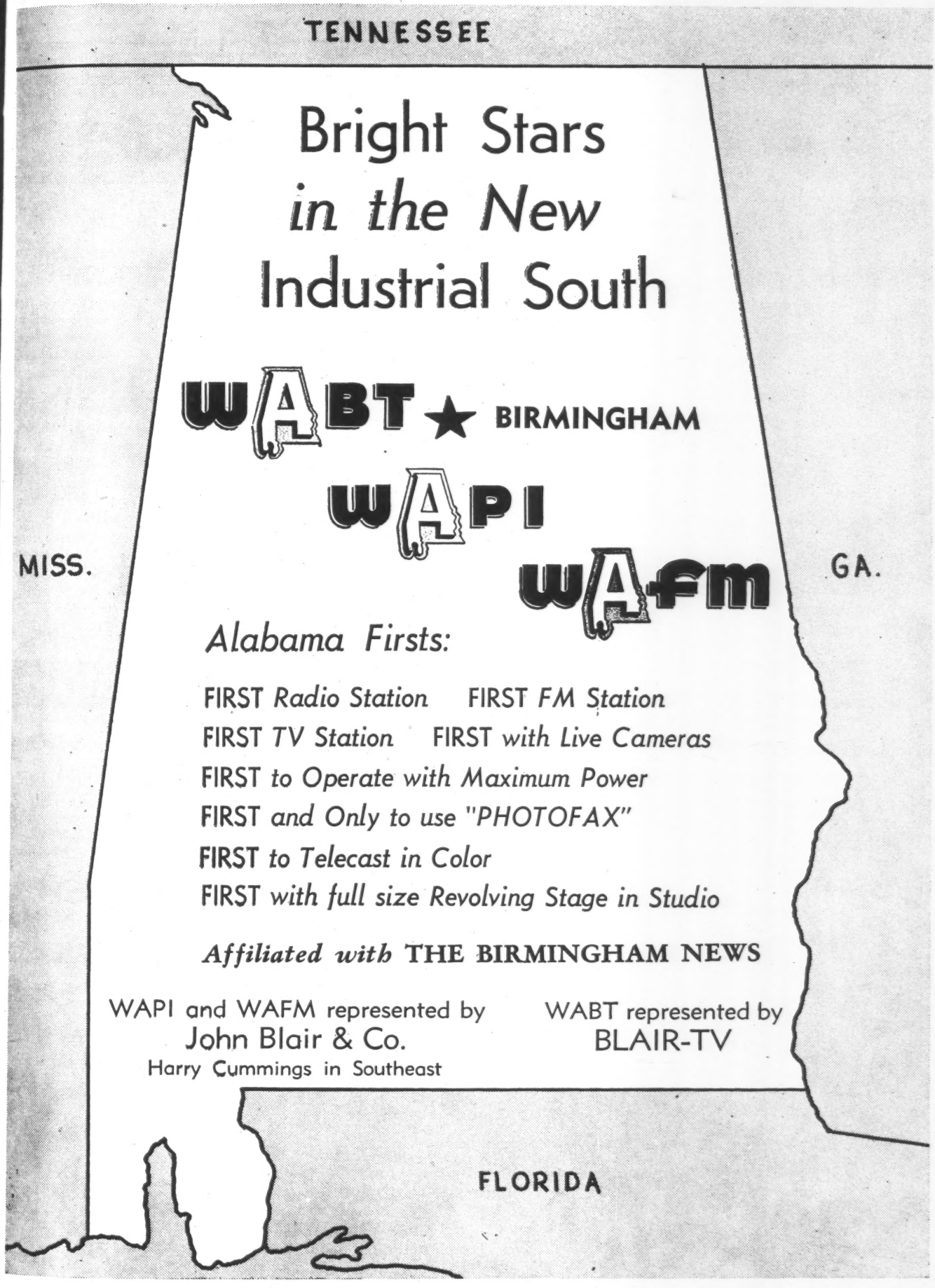
they reflected on a sad series of economic facts: The city was only 79 years old; its sensitive economy was easily upset by the economic cycles and strikes of iron and coal, the main income sources; in the 30's it had been one of the three areas hardest hit by the depression, and the memories were still fresh.

Blessed with the world's only mingling of the three basic components of iron and steel —iron ore, coal and limestone—Birmingham had goofed its big postwar chance and everybody knew it. All knew it because: *Not a single new industry had entered the city since 1947.*

A discouraging picture, yet a faint gleam of hope was apparent on the countenances of many businessmen. It was based on the fact that the city's leaders, facing a dismal future, had decided to hold an emergency meeting in the hope that someone might suggest something hopeful.

Shortly before New Year's Eve, 93 businessmen out of the 100 invited showed up for the meeting. They decided that (1) Birmingham needed new plants, which everybody knew anyhow, and that (2) the new plants should represent diversified industries so the community wouldn't have paralysis of the pocketbook every time a steel cycle dipped a bit or a union negotiator huffed and puffed over a conference table.

Having faced the facts, and having resolved to do something, Birmingham set out to perform a miracle that for some time escaped the observing eyes of economists. Birmingham gave itself a transfusion using


TENNESSEE
Bright Stars
in the New
Industrial South
WABT ★ BIRMINGHAM
WAPI
WAFM
MISS.
GA.
Alabama Firsts:
FIRST Radio Station FIRST FM Station
FIRST TV Station FIRST with Live Cameras
FIRST to Operate with Maximum Power
FIRST and Only to use "PHOTOFAX"
FIRST to Telecast in Color
FIRST with full size Revolving Stage in Studio
Affiliated with THE BIRMINGHAM NEWS
WAPI and WAFM represented by
John Blair & Co.
Harry Cummings in Southeast
WABT represented by
BLAIR-TV
FLORIDA

THE NIGHT SKY over Birmingham is scarlet—and steel works like this one are what make it that way. It is symbolic of the new industrial South.

its own blood. An industrial doctor was hired to perform the operation—Clarence Lloyd, equipped by experience to take on the case as head of a new Committee of 100.

First the Committee of 100 mailed out a pamphlet with a fishhook theme to 7,800 manufacturers, inviting them to nibble at the city's tempting supply of labor, resources and skills. Within 30 days two new industries had been signed—the first in three years. Over $650,000 was pledged locally to run the committee's campaign.

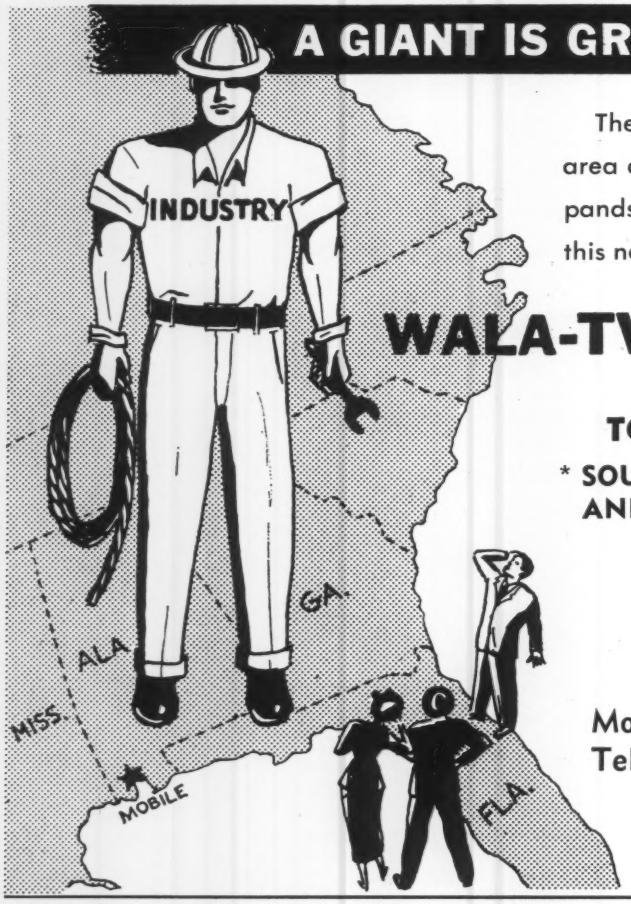
SCARLET SKY

Now, five years later, Birmingham looks at the scarlet sky of the night with pride and notes that 103 new plants have been brought in by the Committee of 100. These plants represent a $180 million investment, with 18,000 new jobs bringing in $51 million in payrolls. Catching the spirit, other plants have spent $206 million in modernizing and expanding.

Population in the metropolitan area has risen from 459,930 in 1940 to 610,000 in 1955, a 33% gain. Employment is up 50%; bank debits more than tripled; family income more than tripled, as well as long-term savings. Over 10,000 home building premits have been issued in two years.

Birmingham now has 702 manufacturers who make 3,250 products. Local fabricating plants are starting to use the iron and steel that once was loaded on a flat car or barge while still warm. Tubing, cans and other iron-steel products have been joined by

A GIANT IS GROWING IN THE DEEP SOUTH!



The population and buying power of the Mobile Gulf Coast area continues to grow and grow as established industry expands and major new industry moves in. You can best reach this new buying power through WALA-TV and WALA Radio.

WALA-TV HAS HIM* COVERED
WITH 316,000 WATTS AND
TOP NETWORK AND LOCAL SHOWS
* SOUTHERN ALABAMA, NORTHERN FLORIDA
AND EASTERN MISSISSIPPI

NBC AFFILIATE

Mobile's ONLY Television Station

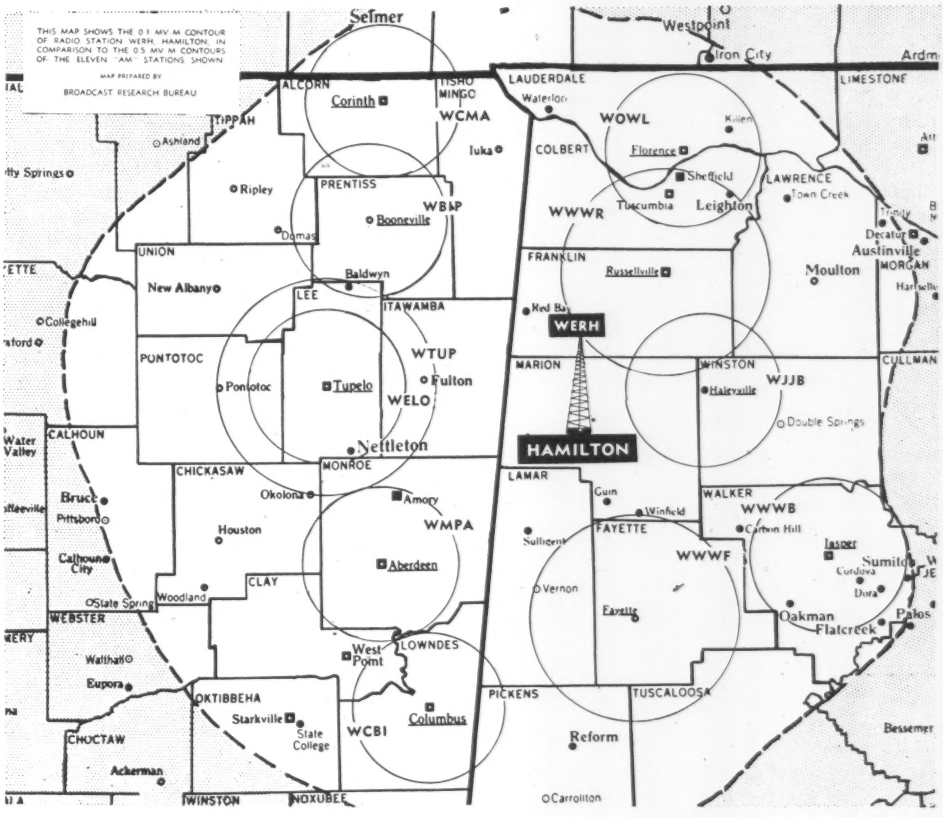
CHANNEL 10 WALA-TV

PAPE TELEVISION COMPANY, INC.
Affiliated with WALA Radio, Mobile, Ala.
Represented Nationally by Headley-Reed Company

Why Overspend for Mid-South Coverage?

WERH

REACHES MORE RADIO HOMES THAN 10 REGIONAL STATIONS IN THE SAME AREA COMBINED



General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominates nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,342,000

THESE NATIONAL AND REGIONAL ADVERTISERS CONSTANTLY BUY WERH FOR BLANKET VOLUME SALES COVERAGE

WERH

$$$ Tonic
Zero-Ten
Royal Crown Cola
Westinghouse Appliances
Red Diamond Coffee
Tapio Snuff
Betty Rees Bread
True Tag Points
Armstrong Tires
Malone & Hyde Grocer Co.
Faultless Starch
Pepsi-Cola
Pan-Am Petroleum Co.
Sunshine Meal, Flour, Coffee
ABC Quality Chicks
Sunbeam Bread
Red Hat Feeds
Sherwin Williams Paints
Sherman Stores, Inc. (7)
Plymouth-Dodge
Loveman's Dept. Store, Birmingham
Coca-Cola
Gulf Refining Co.
Frigidaire Appliances
Kell-y's Canned Meats
Big Smith Overalls
General Electric
Chrysler-DeSoto
Gates Tire & Rubber Co.
Ford Motor Co.
Chevrolet-Oldsmobile

HAMILTON ALABAMA

5000 WATTS AT 970 KC

DAYTIME

HUGH J. FITE
President

HIL F. BEST COMPANY
National Representatives

chemical, plastic, paper, textile, rubber and newsprint plants. Food consumption is said to be well above average. Divided highways speed the flow of traffic.

Birmingham is at last starting to count its natural blessings, and to utilize them, said Henry P. Johnston, president-managing director of WAPI-WABT (TV). Standing at the entrance to an abandoned iron pit beside the stations' tower atop Red Mountain, Mr. Johnston looked through industrial haze to the factory-dotted horizon and said, "Birmingham is now diversified. People are moving in from the country." Pointing up to the city's renowed Vulcan, adjoining the stations, a rugged but highly symbolic statue, he added, "This city was founded on iron and coal. Now it is acquiring culture."

J. Robert Kerns, vice president-managing director of WBRC-TV, Storer station, offered the viewpoint of a recent arrival, "Birmingham isn't a typical southern city, but it combines southern grace and hospitality with industry. You get a feel of business the minute you come into the city. And it's still young." James Bailey, general manager of WBRC, the Storer radio outlet, said Birmingham's economy is now thoroughly sound. With the practiced ease of an experienced radio broadcaster, he offered this aside, "Local retailers are using a lot of radio. It's the best dollar buy in the area."

Bascom H. Hopson, president-general manager of WSGN, calls the growth factor "terrific." Now that fabricators are coming in to use the raw iron and steel, he said, a trend has been established and industrial expansion will go ahead rapidly.

Thad Holt, who has watched Birmingham's downs and ups as a broadcaster, financier and now as a consultant, said Alabama is developing major aluminum, pulp and kraft, livestock, chemical and paper enterprises, with Birmingham the money and transportation capital of the new empire.

With all this growth, the iron mountain, affectionately known as Big Red, remains the heart of Birmingham's progress though steel mills are sweetening their local ore with rich imported ore from Venezuela. The 55-foot iron Vulcan, atop a stone mound, is dwarfed by the high towers of a newer industry—broadcasting, aural and visual. Vulcan stands at the edge of a radio and tv antenna farm that symbolizes Birmingham's adoption of all that is modern and important in the Mid-20th Century era.

With over 35% Negro population, the city's income level is rising and all races are sharing the trend (see Negro story page 80). New factories include such plants as Allied Chemical (Barrett roofing), $4½ million plant, 500 employes; Butler Mfg. Co., steel buildings, $2 million, 500 employes; Hayes Aircraft Corp., using $17 million wartime plant and $42 million worth of machinery, 7,000 employes; Crown Cork & Seal, Colonial Oil, Gates and Goodyear, Westinghouse, GE, plus 150 warehouses—the list is long and reassuring to those who just a few years ago had wondered if famed old Davy Crockett had been a better marksman than prophet when he looked over Jones Valley and urged his friends to settle there.

Birmingham has one of the world's finest art museums located in a beautiful debt-free City Hall; about half of an eight-block medical center designed to be one of the largest in the nation; a symphony orchestra; Southern Research Institute. It has all this new culture, and more especially a nine-foot barge channel leading to Mobile, 427 river miles and five days away, an important transportation facility.

It's all right around the city if you refer to Pittsburgh as "The Birmingham of the North." Just don't reverse it. Birmingham prefers to maintain separate identity as "The Magic City."

MONTGOMERY

THE No. 1 topic of conversation in the capital of Alabama is the city's No. 1 industry — aviation. A natural topic, this most modern of industries, since the Brothers Wright, Orville and Wilbur, started the first flying school for civilian pilots in the United States at a site that now is Maxwell Field, Air University.

With its mild, almost frost-free climate, Montgomery is a good example of the economic role that military bases play in the life of a city.

Luncheon-table conversation buzzed wildly one day in 1940 when word got around

TARGET DATE SEPTEMBER 5

MAXIMUM POWER 100,000 WATTS

CHANNEL 5

CBS

REPRESENTED BY AVERY-KNODEL, INC.

WKRG-TV

Serving Alabama, Mobile and the Gulf Coast

KEN GIDDENS, *President* C. P. PERSONS JR., *Gen. Mgr.*

that the Army's flying and medical generals were casting favorable glances at the level fields and balmy atmosphere of this typical Deep South city. Alert to the money that Maxwell Field air base had brought in, the city's alert citizenry showed proper interest in the project and leased spreading Gunter Field to the generals for $1 a year.

Today Montgomery gets its annual $1 rent from Uncle Sam, right on time. It gets, in addition to $1, the following annual (1954) benefits from Gunter and adjacent Maxwell Field:

$35,355,000 military payroll
$6,200,000 civilian payroll
$6,210,798 supplies, equipment
$215,000 contractual services
$750,000 other income

That, plus other funds, added up to $50 million last year, in itself enough income to support a good-sized community. "Nearly all these dollars are original dollars that come from outside the city" according to Thomas E. Martin, president-general manager of WAPX.

The two bases spend $67,000 a year for water as well as $193,000 for electricity and $172,000 for gas. Many of the 11,000 people connected with the bases will become permanent residents of the city.

New building projects totaling $8,499,513 are in progress at the bases and will be completed this year, with another $3 million in projects on the planning boards but not authorized by Congress (as of May 1955).

Under the local-purchasing policy of the military, the bases last year bought such typical items as these in 1954: bread, $77,-972; milk, cheese, $100,490; ice cream, $33,-044; meats, $185,060; packaged foods, $104,796, etc., adding up to a tidy sum.

The fields draw an average of 2,000 transient visitors a month. Three thousand families living off the base pay an average of $100 a month rent. Air Force military and civilian personnel operate 9,000 gas-eating and service-needing autos, a fourth of all the community's cars.

This is the story of just one segment of the Montgomery economy. The city's non-military growth is keeping pace with the South's postwar progress. Since 1940, when the population was 78,084, the city has acquired 15,000 new dwelling units—2,536 of them in 1954. This pace is surpassed only by cities in the midst of spectacular booms. Metropolitan area population now is 145,-000. The growth, outside the military, has mostly come from within under the stimulus of local endeavor. State-federal offices employ 5,000 persons. The Capitol, where Jefferson Davis took his presidential oath, is one of the finest examples of Georgian achitecture.

In the downtown area, Montgomery has traffic problems as motorists move along Perry St., in and out of the older business area with its angled streets. Right now the city's outskirts are spreading rapidly and divided roads, plus a by-pass, are speeding up car movement. Montgomery has illustrious precedents in traffic movement, having built the world's first all-electric trolley system back in 1886. The present airport isn't top-flight, but new and longer runways are being built and a new terminal building will be erected.

The new state coliseum on the outskirts is described as the finest in the world, with the vast stadium area hanging from a modern version of the old flying buttress. Set up for basketball, the arena seats 11,000. It is 130x 250 feet. Facilities include dormitories for 300 persons and vast barns for livestock shows. The cattle market ($30 million a year) is called the largest east of Fort Worth and south of the Ohio River. Cotton is a major farm crop.

Located in an arc of the Alabama River, Montgomery sits on the edge of Alabama's 30-mile-wide east-west black loam belt, though most of the city's dirt is of a reddish hue. To the southward are vast pastures, heavily populated with beef and dairy cattle.

Hoyt Andres, general manager of WSFA-AM-TV, who learned his cattle economics in Oklahoma while assistant manager of WKY-AM-TV Oklahoma City, also an Oklahoma Publishing Co. enterprise, gazed out into the country and commented, "A cow can lie down on an acre and get fat in this rich grass." He said King Ranch had bought 8,000 acres nearby.

"You can't understand Montgomery with a 10-year-old market book," he observed. To which Thomas Sewell, WMGY general manager, added, "I hardly recognize the

WVOK-WBAM ANNOUNCER NO. 1 FORD SALESMAN

DAN BRENNAN, announcer for WVOK, Birmingham and WBAM, Montgomery, is shown being presented a trophy by officials of O. Z. Hall Motor Company. The trophy was presented Dan for making O. Z. Hall the leading dealer in new Ford sales in the Southeast in March and April of this year.

Brennan has a tremendous following on his "Breakfast Jamboree" and "Hayloft Harmonies" shows over WVOK and his "All Time Favorites" show on WBAM.

The trophy, a mounted gold replica of a microphone, was presented Dan by the sales force of O. Z. Hall Motor Company during a recent broadcast of "Dixie Jamboree," a full hour program broadcast direct from the O. Z. Hall Motor Company each Saturday from 12:00 to 1:00 pm. Engraved on the trophy: "Dan Brennan—The #1 Ford Radio Salesman In The Nation—in appreciation—O. Z. Hall's Sales Force.

your dollars produce more sales on WSGN
IN BIRMINGHAM, ALABAMA'S 600,000 PLUS MARKET!
WSGN 610
BIRMINGHAM, ALABAMA.
National Representative
AVERY-KNODEL, Inc.

For The TOP RATING in MOBILE . . .
Check WABB's
√ NEWS*
√ MUSIC*
√ SPORTS*
* NEWS—all, the news, local, national and world, up to the minute; MUSIC—the best in pops, concert and classical . . . no "leer-ics", no race, no hillbilly; SPORTS—up to the minute throughout the day, local and national, plus network features.
It's an ordinary formula put together in an extraordinary way . . . resulting in the
TOP RATING BY HOOPER
For further details, contact
D. H. Long, Gen'l Manager, or
YOUR BRANHAM CO. REPRESENTATIVE
WABB 5kw 1480kc
Mobile, Alabama

place when I recall the business available when we started WMGY in 1946."

Montgomery has many new, small industries. It is looking forward to expansion of barge traffic to Mobile along the historic route used by plantation owners. Its 1954 business was 8% ahead of 1953, and business is still good in mid-1955.

Civic-minded sports fans support one of the finest baseball plants outside the major leagues and stage the annual Blue-Gray football game.

MOBILE

TWENTY-SEVEN years after Columbus discovered America, the Spanish explorer, Adm. Alvarez de Pineda, sailed up Mobile Bay. Had a tape recorder picked up his observations, men of Mobile commerce believe, the Admiral's comment probably would have run like this, as he entered Mobile River, "What a spot for a harbor!"

It took Western Hemisphere pioneers another two centuries to pick up where Adm. de Pineda left off, erecting Fort Louis de la Mobile near the present site of this Gulf city. These energetic settlers, or their immediate offspring, started a community that served for well over two centuries as a tourist attraction for lovers of dripping oaks, house-size azaleas and a host of other natural and man-made artistic delicacies.

Mobile lived contentedly, if modestly, on its romantic charms well into the 20th Century. Came World War II, and Mobile suddently started spouting brand new ships into Mobile Bay at an alarming rate—alarming to the Axis powers. Having built the first submarine ever used in war (Civil) four-score-plus years before, Mobile mustered its ample seafaring talents and produced 196 new ships plus repairing an uncounted number of older craft.

The stranger who bursts out of Bankhead tube under Mobile River into the western sun and drives down miles-long Government St., will pass a half-dozen business blocks that include an 18-story business palace (Waterman Bldg.) and soon enter another tunnel—a tunnel of moss-drooling oaks flanked by flora-trimmed mansions of a past era. If he continues westward toward New Orleans, he will have overlooked two of the interesting economic symbols of the New South—a modern harbor and far-flung industrial areas.

Commercial Mobile now loves its statistics as much as its botany and architecture. For example:

Population—City zone, up from 78,720 in 1940 to 175,000 in 1955; county, 141,974 to 270,000.

Bank clearings—up 350%.

Industry—well, every time a Mobile motorist goes for a 20-mile drive in mid-1955 he runs into a multi-million plant or project he hadn't seen a year or two ago (Mathiesen Chemical, $10 million plant; Courtaulds Inc., expanded to $100 million; Aluminum Co. of America, $12 million expansion last year; Scott Paper, International Paper, National Gypsum, Geigy Chemical, Stauffer Chemical, Frionor Kitchens; new $30 million Alabama Power Co. plant to serve new industries. International Paper is adding a $20 million newsprint and bag mill at its Platean plant.

In the works are a channel deepening project (to 40 feet) and a $27 million ammunition depot.

Mobile broadcasters reflect the exciting pace that has struck the place. "We're the sleeping giant who has wakened," said Lee Smallwood, commercial manager of WALA-AM-TV, while pointing out the different flags on ships in Mobile's harbor. After a half-dozen years in the city, Dewey H. Long, general manager of WABB, said "In 10 years Mobile will be one of the largest cities in the Southeast."

Kenneth R. Giddens, theatre operator, builder, executive partner in WKRG and a tv grantee, pointed out the fantastic Courtaulds plant, noting it produces a fourth of all the nation's rayon. A new textile industry is getting started, he added, and the city will be one of the three great expansion areas of the next decade."

Mobile never really got down to serious foreign trading until 1919 when a lone ship was acquired by a local group that became Waterman Steamship Co. In 3½ decades Waterman has become one of the world's largest shipping firms and Mobile has become one of the first 10 U. S. ports. A river city, it enjoys low rail rates.

Now the big McLean truck interests of Winston-Salem, N. C., have acquired Waterman. McLean believes the present shipping of cargo-laden truck trailers by water to Houston can be developed into a major new type of transportation and has plans to run fleets of trailer-laden ships as far as New England.

While Mobile's geography is flat and semi-tropical, it has adjacent hills to the north—only they're underground hills and consist of pure, precious salt. Shipping, availability of water and huge salt resources have been factors in attracting chemical, pulp and paper industries. Fisheries and other food industries are developing. The city has three cross-country gas pipe lines and nearby oil; a new $3.5 million grain elevator in the harbor just a few blocks off Government St. in the heart of the city. Half surrounded by water, Mobile still has plenty of room for the expansion that is taking place. The port is 20 miles from the Gulf proper, compared to 80-plus winding river miles for New Orleans, the Chamber of Commerce likes to point out.

Brookley Air Force base contributes $7 million payroll a month. The port handles 14 million tons of waterborne commerce a year. U. S. Steel has a new terminal, sending Venezuelan ore by barge to Birmingham, 427 miles away.

A sizable chunk of lone land—Dauphin Island—at the entrance to Mobile Bay is being developed into a $15 million Gulf project that is billed as the future "Miami Beach of the Gulf," complete with clubs, casinos, beaches and 2,000 already-sold residential lots.

Mobile has its Mardi Gras (older than New Orleans', they say); Azalea Trails and Bellingrath Gardens, drawing up to 15,000 persons in a day; roses, camellias and oaks. But in Mobile they're more excited about the fact that employment in this frost-free area (spring of 1955 excepted) has risen from 38,000 to 80,000 in 15 years.

MUSCLE SHOALS AREA

ACROSS the northern strip of Alabama, once a desolate valley plagued by floods and inhabited by natives who tilled a meager living out of the soil, a roving reporter runs into one of the South's more interesting and prosperous economies with population of close to a half-million.

Thriving farms are interrupted by stirring industrial cities all the way from the Tri-City group (Florence, Sheffield and Tuscumbia) in the west to Scottsboro in the east. Some of the nation's major industries have settled here, drawn by vast lakes backed up behind Tennessee Valley Authority dams and enormous supplies of cheap power.

Worldwide attention has been drawn to the Tennessee River watershed and TVA's harnessing of roaring rapids. When Wilson Dam (still third largest in the world) was completed three decades ago at a cost of around $50 million, its hydroelectric resources were lost in the stock market shuffle of that era. In the little town of Muscle Shoals, a sort of Tri-City suburb, Henry Ford projected a new industrial community but the idea atrophied and the magnificent dam was more of a lure to local anglers than to outside industry.

In the early 30s, the city of Decatur was on the rocks—both Tennessee River and financial. Other cities such as Huntsville and Guntersville were in a similar plight. Then came TVA and more dams started to join the Tri-City's pioneer project.

A new economy began to grow out of this semi-hillbilly region. Floods were halted. Power became plentiful. Farms were electrified. And finally, industry started moving into virgin territory. Florence is now a city of 30,000, double the 1940 population; Sheffield, at the other end of the bridge, has 16,000. Dovetailed into Sheffield is Tuscumbia with 10,000. The town of Muscle Shoals has 2,500.

Around the Tri-City area are TVA-operated plants that produced 60% of the critical phosphorus used in World War II. TVA employs 3,500 around the Tri-Cities. Reynolds Metals employs 4,000 in one of the world's largest aluminum plants.

Robbins Tire, Flagg-Utica Knitting, Diamond Alkali, Stylon Southern and Union Carbide are major plants. Union Aluminum distributes aluminum sashes all over the nation through Valco and Southern Sash, subsidiaries. The nerve gas ingredient is turned out near Wilson Dam and stored in the Colorado mountains.

River traffic is important to the entire valley. Enormous locks mark the nine-foot channel with navigation all the way from Knoxville to Paducah. Wilson Dam backs up a lake 16 miles long. Above it is Wheeler Dam, backing up another lake 74 miles to Guntersville Dam which in turn impounds an 82-mile lake. Resort business is increasing.

"I believe the Tri-Cities will be the third market in Alabama," said Richard B. Biddle, president of WOWL Florence. Steam plants now provide 51% of the power, assuring industry all the low-cost electricity it needs. Tri-Cities plants are expecting a new neighbor soon—an auto assembly plant (they're guessing Chrysler).

"Decatur has grown from 12,000 to 25,000 since I moved to the city 10 years ago, and there are 35,000 in the built-up area," declared Frank Whisenant, president-general manager of WMSL-AM-TV. Major industries include Worthington Corp., air conditioning; Chemstrand, synthetic fibres; Goodyear Mills, cord for tires; Alabama Flour Mills, and Calumet & Hecla copper tube plant. The city is built along the southern shore of Wheeler Reservoir.

The state's first railroad ran from Decatur to Tuscumbia; it's now part of the Southern Railway system. Decatur has a hundred industries and its residents still recall the dark days of the early 30's when the Louisville & Nashville Railroad moved out its shops and put 2,000 people out of work.

Huntsville is famed for its unexpected Monte Sano mountain, shooting up 1,000 feet, and for Redstone Arsenal, which turns out missiles likely to shoot 1,000 miles and more if a target appears. It was the first incorporated city in Alabama. Besides rockets, it produces textiles and has cotton-handling facilities as well as the largest watercress plant in the world. Population: 20,000.

Guntersville has over 5,000 population and a river-lake port. Scottsboro's population is about the same; it's an agricultural center, like most of the TVA cities, and produces textiles.

AROUND ALABAMA

LARGEST of the industrial cities north of Birmingham is Gadsden with a population of 62,500 and 18,000 industrial employes. Located in the Appalachian foothills, it is the third largest industrial center in the state and fourth largest in population. Main industries are Republic Steel Co. (pig iron, ingots, plates, fence, pipe), 5,000 employes; Goodyear Tire & Rubber Co., 3,600; Cone Mills (heavy textiles), 2,750; Attalla Pipe & Foundry Co., 1,000; Alabama Pipe Co., 800. The city is in the Coosa River valley. Population is up 60% since 1940; retail sales up 267%; wholesaling 352%. Poultry production is moving quickly.

Tuscaloosa has a population of around 53,000. It is the home of Alabama U. Income is based on cotton, coal, iron ore, limestone, clay, paper and lumber mills, and assorted farm products. Industrial names in Tuscaloosa include Goodrich Tire & Rubber Co., Central Pipe & Foundry Co. and Gulf States Paper Corp. The city is called "The Capital of Western Alabama."

Anniston, 35,000, is the world's largest producer of cast iron soil pipe. Other products are textiles, chemicals, brass fittings and farm machinery. Industries include General Electric Co.; Flagg-Utica and Monsanto Chemical Co.; the large Anniston Ordnance Depot and Fort McClellan contribute to the economy. It is located east of Birmingham. A large channel to Mobile is projected.

Dothan and Selma each have around 25,000 population. Dothan is down in the southeastern corner of Alabama, 20 miles north of Florida and 20 miles west of Georgia. Burlington Mills hosiery plant is second largest in that top-ranked textile empire. Hedstrom Union Co. makes toys, furniture and baby carriages. Selma is situated in the mid-state black-soil belt. Dairying, livestock, hay and grain are important along with lumber and Craig Air Force Base.

One Buy
DELIVERS
Alabama's Rich
4th and 5th
MARKETS

WGAD Gadsden's Big Station
5000 WATTS ABC

Gadsden's oldest and most powerful and *only* FULL TIME station 10% discount when bought in combination with WOWL

Serving the industrial GADSDEN-ATTALLA Alabama City metropolitan area
ALABAMA'S 4th MARKET
Jim Garrett—President
(Merchandising service in both markets "Radio-Active Extras" and "Bonus Blitz")

WOWL The Tri-Cities Biggest Radio Operation
250 WATTS ABC
Carrying over 60% of all national spot in the market

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Serving the rich Industrial and Farming hub of North Alabama, FLORENCE-SHEFFIELD TUSCUMBIA-MUSCLE SHOALS Multiple Market (all contiguous)
ALABAMA'S 5th MARKET
(No other major market for over 100 miles)
DICK BIDDLE—PRESIDENT

See RAMBEAU or Dora-Clayton Agency
WOWL-WGAD

KWKH—
FIRST BY FAR in Shreveport!

FIRST in Share of Audience

January-February, 1955 Hoopers

SHARE OF AUDIENCE IN %							
TIME	KWKH	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
8:00 A.M. — 12:00 Noon Mon. through Fri.	**29.6**	17.2	14.1	12.7	9.4	9.1	7.4
12:00 Noon — 6:00 P.M. Mon. through Fri.	**32.0**	18.4	13.3	17.8	6.2	5.2	7.0
6:00 P.M. — 10:30 P.M. Sun. through Sat.	**51.2**	*	*	26.1	*	7.0	12.6

*Do not broadcast after sundown

FIRST in Time Period Leadership

Morning (8:00 AM—12:00 Noon; Monday through Friday)

KWKH *FIRST* in 11 quarter hours

All Others 5

Afternoon (12:00 Noon—6:00 PM; Monday through Friday)

KWKH *FIRST* in 17 quarter hours

All Others 7

Night (6:00 PM—10:30 PM; Sunday through Saturday)

KWKH *FIRST* in 56 HALF HOURS

All Others 7

Any way you look at it, KWKH is the unquestioned favorite in Metropolitan Shreveport. *And* — 50,000-watt KWKH gives you a whole lot *more* . . .

Nearly 85% of our coverage is in the tremendous North Louisiana-South Arkansas-East Texas area . . . with a population of nearly 2 million people.

If you want the top station in Shreveport, the dominant station in this whole *area* — then you want KWKH. Listened-to by more than a million people every week. Get all the facts from The Branham Company.

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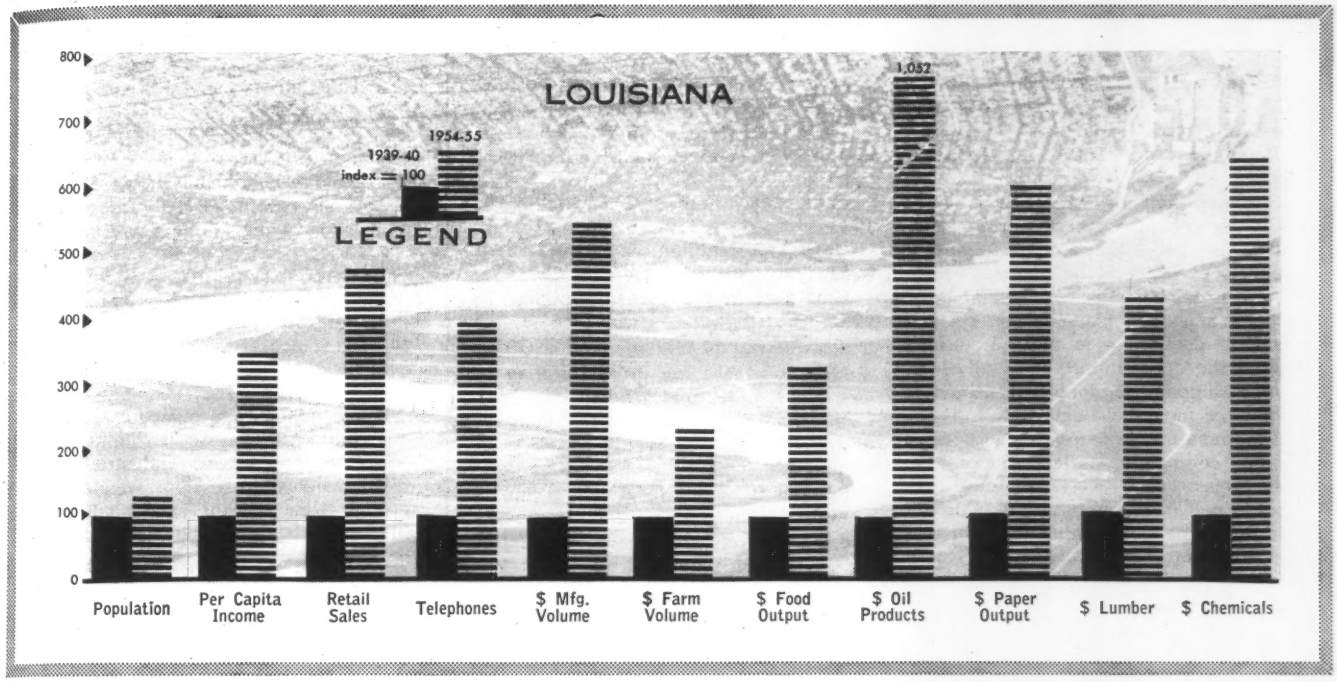


LOUISIANA

OVER a century-and-a-half ago Napoleon Bonaparte, one of the world's best generals, turned out to be one of its worst real estate peddlers. His famed crack from the bathtub—"Sell the whole thing to them for $15 million"—conversely vested Thomas Jefferson with a reputation as the man who made the best real estate deal in recent history when he acquired Louisiana Territory.

Napoleon unloaded a half billion distant acres at a figure that averaged out to 4 cents an acre. Today 1/18th of that original territory, the State of Louisiana, has an assessed valuation of over $2½ billion, and that's only a fraction of the wealth lying on and under the surface.

Even if the actual value of the state could be measured, the figure would be out-of-date before it could be mimeographed. The value a decade or two from now promises to challenge even the eagle-eyed crews who go around assessing properties.

Louisiana today has oil, gas, metal, food processing, lumber, shipping and other industries of major size; busy river routes and bayous along which important commerce moves; new construction in all sections; the nation's longest toll-free dual highway; important farm crops; mineral, water and timber resources that have few equals in the nation.

It stands to get more than its share of the petrochemical industry, already producing 1,000 or more products and still in its infancy, and it smugly contemplates the first symbolic gestures of an industry just emerging from the laboratory womb—sucrochemistry, the use of sugar for industrial purposes such as oil, newsprint and synthetic resin.

Thus Louisiana doesn't mind reviewing its tumultous and often pauperish past under many flags in view of the obvious prospects for the future.

In the process of carving up Louisiana Territory, a sort of boot-shaped area with a skinny big toe sticking out where the Mississippi meets the Gulf was dubbed Orleans Territory. This was roughly the present State of Louisiana. Its subdivisions were titled "parishes" and still retain the name. These units originally followed the jurisdictions of the Roman Catholic Church.

Whoever carved out the Louisiana boundaries had little eye for territorial esthetics but managed to include such desirable facilities as 1,500 miles of Gulf shore, several hundred miles of Mississippi River (the nation's biggest water source) plus the business end of this mammoth stream and the basic necessities for a combined farm and industrial-commercial economy. A bonus has appeared in recent years—the tidelands oil reserves.

Louisiana has one metropolis—New Orleans—plus two medium-sized cities—Shreveport and Baton Rouge. It has two or three dozen cities under 100,000, and most of them are growing fast. Deep-sea commerce moves up the Mississippi River to Baton Rouge. Smaller waterways serve as feeders, and the intercoastal system as well as bayous provide protected routes to Texas and Florida.

The woods and bayous are breeding grounds for small animals and the annual crop of fur pelts is far beyond anything any Canadian province can boast. New animal breeds are providing improved pelts.

Louisiana's timber resources were once being cut down faster than nature could provide new growth. Twenty years ago a reforestation program was started and tree-farming now covers 2 million acres.

Bigtime industry came to Louisiana in World War II and it stayed there after the shooting stopped. Since the war it has grown tremendously. The native minerals and chemicals are being processed right in their home area. An untapped resource is the big accumulated deposits of seashells left by Mother Nature for future use. Industry is thinking up ways to use these deposits.

Commerce from the entire midwestern basin flows in large measure into and out of the Mississippi River, with New Orleans one of the world's great ports and an industrial center. Improved river transport is appearing, with bigger barges and even glass-lined barges that carry hot, molten sulphur fed directly from underground.

Louisiana is a state of many traits. It is subtropical in the southern part, with wide low-lying areas along the last miles of the Mississippi. To the west is the Acadian country, with little cities starting to become big ones. Some of the expansion is dramatic, Lake Charles for instance.

There isn't much to be seen for miles in the flats of south Louisiana, but north of Baton Rouge the land starts to roll. Shreveport, in the northwestern area, shows the effect of long-producing oil and gas industries and it's quite obvious to a visitor that Texas is less than 30 miles away.

Business activity in this many-faceted state is much better than a year ago, according to Louisiana State's College of Commerce.

Department store sales have been as much as 13% above last year. Building materials, media space and time sales and manufacturing income are doing better.

The area was explored by De Soto back in 1541. Its history teems with tales of pirates and politicians, and the romantic exploits of the French and Spanish settlers. The State Capitol at Baton Rouge is unorthodox, modern and beautiful. Its narrow horizontal dimensions aren't overly practical but the magnificent structure is a monument to Louisiana's progress as well as to its tempestuous sponsor, the late Gov. Huey Long.

Some of Louisiana's crops are peculiar to the state, or almost so. These include sugar, perique (an aromatic tobacco raised only in a tiny area), rice (but not as much as Texas grows) and the largest yield of sweet potatoes in the nation.

Family and per capita income continue to climb. Agriculture is mechanized in many cases. Resort business keeps mounting. Auto ownership is keeping pace with the national trend. The metal products industry is growing up in a hurry.

Louisiana still has its problems, but they're mostly growing pains.

LOUISIANA SPOTLIGHT

AREA: 48,500 sq. mi. (water, 3,300 sq. mi.). Many bayous are navigable and provide recreational facilities.

Population: 2,960,000 (mid-1955 estimate).

Southern half of Louisiana is level, with easy roll in northern terrain. Rice and sugar cane are among important products peculiar to the region.

Mississippi River is commercial heart of the state, with inland waterways and the Gulf combining to make Louisiana one of the most important of all states from a shipping standpoint. The bulk of commerce moves through New Orleans.

Louisiana's economy is centered around commerce; agriculture (cotton, rice, sugar cane, sweet potatoes, livestock); petroleum, natural gas, sulphur, and an expanding industrial structure (oil products, chemicals, timber). Ranks third among Southern States in mineral output.

Business activity in 1954 fell below 1953, a record year, but has been going up in the first half of 1955 and the year may exceed 1953 totals. Manufacturing sales are running 30% over 1954. Only four of 30 measured lines of business didn't gain in the first quarter of 1955, according to *Louisiana Business Review* of Louisiana State U.

Rice income was ahead of 1953 due to record crops. Sweet potatoes were down; sugar cane also. In last nine years, Louisiana's percentage increase in crop receipts has been more than double the southern average increase and almost triple the national average.

Total 1954 farm income $365 million; $395 million in 1953.

Cotton lint, cotton seed $111.6 million; $150.9 in 1953. A poor cotton year.

Rice $64.5 million; $63.5 million in 1953; state second only to Texas in rice production.

Sugar cane $37 million; $43.7 million in 1953; price was down last year; state produces 90% of U. S. sugar cane.

Sugar cane syrup $2.4 million; $2.1 million in 1953.

Pecans $3 million; $3.7 million in 1953.

Corn $20 million; $17 million in 1953.

Sweet potatoes $14 million; $16.8 million in 1953; state leads all U. S. in sweet potatoes.

Cattle $48.7 million; $43.2 million in 1953.

Hogs $17.7 million; $17.2 million in 1953.

Hay $8.1 million; $10.2 million in 1953.

Strawberries $7 million; same in 1953.

More fur pelts are produced than in any other state or Canadian province. Commercial fishing is a $35 million industry (shrimp $20 million, oysters $5 million).

Petroleum and natural gas comprise a billion-dollar-plus industry employing one out of every six persons working in the state and paying them a quarter-billion dollars a year. With vast reserves, Louisiana's share of U. S. oil and natural gas production is increasing faster than the national average. Then there's tidelands oil.

Manufacturing sales in March 1955 were one-third above 1954. Over 700 products are made from oil and natural gas. Total factory output is $3 billion, a little under 1953, but 1955 may set new records.

Estimated industrial production included these additional items:

Paper-pulp $300 million in 1954; $290 million in 1953.

Chemicals $350 million in 1954; $360 million in 1953.

Lumber $178 million in 1954; $190 million in 1953.

Food processing $695 million in 1954; $675 million in 1953.

State's industry includes carbon black plants; mining and shipping of sulphur and salt for chemical, oil, paper and other industries. There are vast untapped resources of shell deposits which will supply raw material for plastics and fertilizers. Bagasse waste from sugar mills is used for newsprint and synthetic resin.

NEW ORLEANS

NEW ORLEANS is a two-faced city with a puckish grin on one cheek and a dollar mark on the other.

To the vacation tourist, it is a city of curious, narrow streets with old houses bravely supporting the iron grillwork that drips off cornices and porch roofs. It is romantic, exotic, lusty and rather expensive, as seen from the perspective of a sightseeing bus and/or a club hopping trek along lusty-busty Bourbon St.

To the businessman, domestic or foreign, New Orleans is a city with 12 miles of wharves that channel the billion-dollar-plus commerce of 31 states and two-score foreign nations. Romantic, of course! But the tinkle of tourist dollars in the old French Quarter is lost in the booming whistles of untidy but prosperity-laden freighters.

For some reason—maybe it's the local diet as exploited by famed eateries or maybe it's the beverages—those who describe New Orleans on printed sheet generally feel an obligation to render literary miracles on behalf of the museum aspect of this riverside industrial community.

The local folks have a more practical sense of values. They'll show anyone who is interested in making—as against spending—dollars, exactly what makes this city of 625,000 tick. This informative rubber-necking tour is free. A palatial yacht *The Good Neighbor,* once the doll of the Fisher motor family and later in World War II service, makes frequent trips up and down the Mississippi harbor. As guest of the port authority the visitor crosses flowery lawns and moves along unending warehouses exuding aromatic and pungent odors from fruits, vegetables and assorted chemicals before boarding the *The Good Neighbor.*

The trappings of a 12-mile harbor are more commercial than aesthetic but they quickly tell why New Orleans in a short decade-and-a-half has pulled out of economic stagnation into No. 2 rank among the nation's ports. While Gray Line bus passengers hear about glorious decades of romantic elegance, *The Good Neighbor* guests gaze at a grain elevator that holds 5.1 million bushels and can move 25,000 of them in an hour or load a big ship in 1 1/3 days. They see a foreign trade zone where foreign goods can be stored and processed, and then reshipped. They see sprawling plants that substitute 200-foot signs for grillwork—signs exploiting such dollar-supplying enterprises as Shell and Celotex, to name only two of several hundred. They see ships unloading bananas, coffee, jute, bauxite, rubber and other imports. They see an industrial canal that offers acres for new industries.

The Mighty Mississippi wiggles its way through New Orleans carrying 300 billion gallons of precious water every 24 hours to the Gulf, 110 miles away. That's almost twice as much water as the whole United States can drink in a day—and the fierce thirst of America's water-consuming industry is included in this comparison. The river is 150 feet deep in the middle and is linked to big Lake Ponchartrain.

Commerce flows into New Orleans from the whole Mid-Continent area and the Mississippi River network of 31 states, an area ranging from the Alleghenies to the Rockies. Barge, rail, highway and air carriers feed products of industry and agriculture into New Orleans and take imported goods and raw materials on the return trip. Barge traffic is heavy—2,464 fleets in 1954 compared to 2,167 in 1953. These slow-moving water clusters are cheaper than any other form of bulk transport and give New Orleans an advantage over all other American cities except New York in handling foreign trade, plus lower rail freight rates as a result of the water competition.

Last year's foreign trade went up $100 million, totaling $1.49 billion as compared to $1.39 billion in 1953. Around New Orleans they're quite aware that the port is responsible for 70% of the city's business.

Local broadcasters are sharing the progress that has come to New Orleans since the pre-World War II slack. In a colorful structure on Royal Street, right in the heart of the French quarter, Edgar B. Stern Jr. and Robert D. Swezey combine old and new eras at WDSU-AM-TV. With offices surrounding a courtyard of subtropical vegetation, they have one of the South's major plants, including what is called "the only station studio and control room built exclusively for color television."

W. Howard Summerville, general manager of WWL, argues the Gulf South "has just scratched the surface. Every inch of the Mississippi River from New Orleans to Baton Rouge will be lined with industries within 30 or 40 years." H. F. Wehrmann, general manager of WTPS, added, "This old Southland moves a bit slowly sometimes. They can be just dying in New York or the Midwest with a depression and we hardly know it. Remember, traditions are still important in New Orleans."

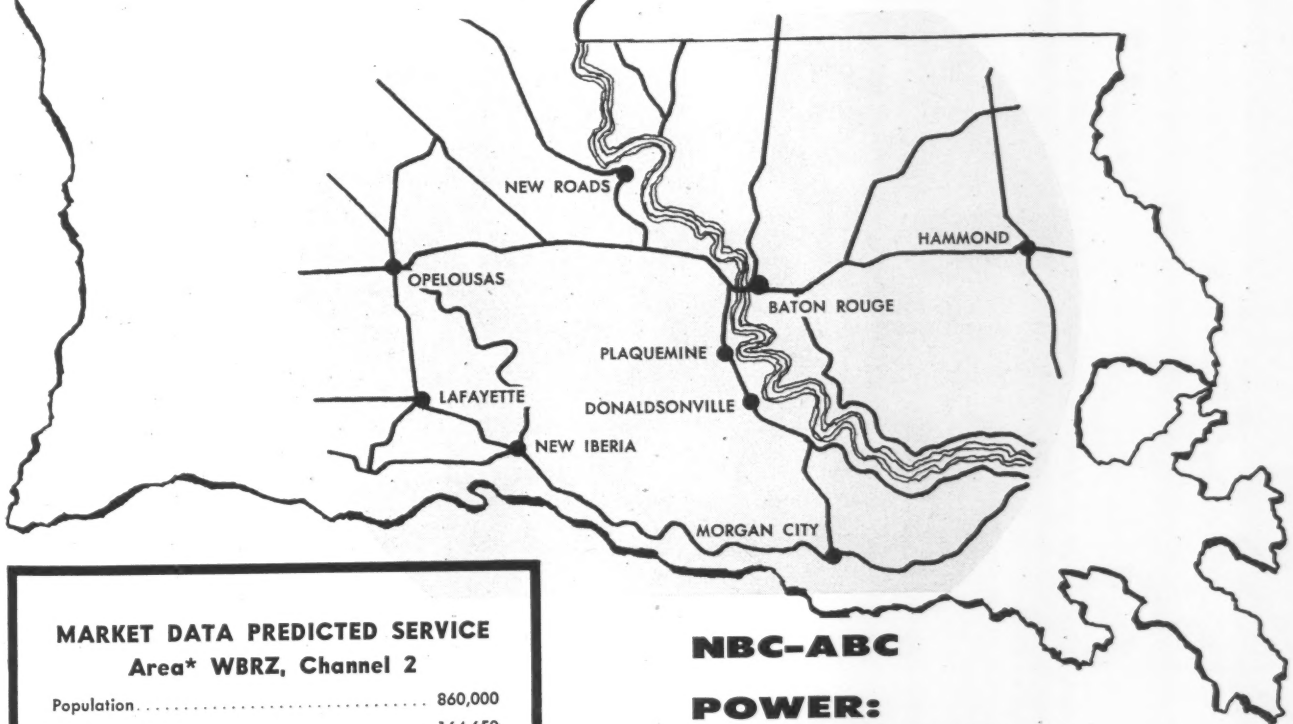
George A. Mayoral, executive vice president of WJMR-AM-TV, said, "The next

There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana



MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC–ABC

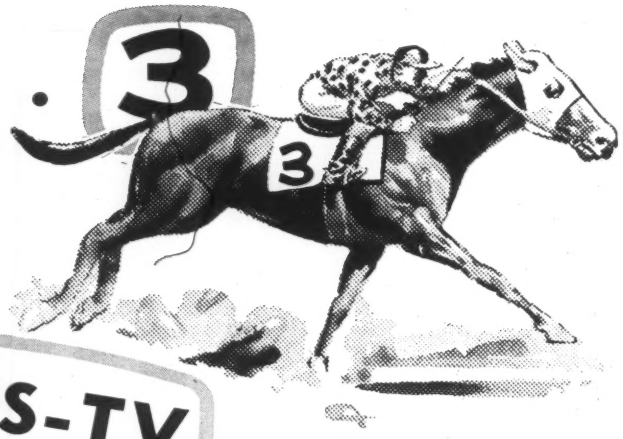
POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

$899,481,000.00 Effective Buying Power!

Win With . . . 3



Going on the air
SEPTEMBER
3RD

KTBS-TV
CHANNEL 3
Shreveport, La.

Will Cover Heart
of the
ARK-LA-TEX
where 3 states join!

THE 3-R MARKET

RICH—Spendable income—over one billion dollars*

READY—TV Set count—100,000 plus†

RESPONSIVE—Retail sales 857,709,000*

* SRDS † NBC

KTBS—TV Statistics:
VIDEO—100,000 watts
AUDIO—69,800 watts
TOWER—1151 ft. above ground

Represented by
PETRY

NBC

KTBS-TV
CHANNEL 3
SHREVEPORT, LA.

decade will tell a story of growth more dramatic than the postwar years." Stephen C. French, general manager of WNOE (remember the time WNOE played the piece "Shtiggy Boom" three days in a row?), is new in New Orleans, coming from Dallas. He described the expansion as "steady though not booming like Dallas." Stanley W. Ray Jr., vice president of WBOK, said the industrial growth has greatly increased spendable income. Fred Berthelson, general manager of WTIX, said the city government is aggressive, constantly bringing in new industry. He figures New Orleans "will keep right on growing."

They're still looking somewhat reverently, and profitably, at the well-preserved symbols of past centuries but New Orleans civic leaders spice their conversation with forecasts about the new petrochemical industries and the development of South America. They view their diversified manufacturing economy with confidence, noting such new giants as a $200 million Kaiser aluminum plant, one of the $700 million list of postwar industries. They watch the constant efforts to keep port facilities adequate and efficient, and survey new skyscrapers and the three-story Motel de Ville (next to the Pelicans ball park), a portent of the hotel future in one of the heaviest travel centers of travel-minded America.

New Orleans is tooling up for the future with new expressways and many of its other facilities are being overhauled. Its commerce has quintupled since before the war. Fifteen of the 26 business indices increased in 1954 and retail sales have almost quadrupled since before World War II. The city has $4.3 billion spendable income in its major trading area. Even old Basin St. has given way to a wide boulevard that will feed into a new river bridge.

The new New Orleans is storekeeper for an area comprising more than half the people of the United States, handling 45% of the minerals, 63% of farm products (value) and almost half of the retail trade. It's a quaint community and much that is historic will survive the bulldozer. But the story of New Orleans, 1965 version, will be a practical story of oil and chemicals and commerce —just plain dollars and high living standards. In the national race for industrial development, New Orleans has a water advantage that will be hard to overcome.

SHREVEPORT

NOT a single star of the 48 in Uncle Sam's spangled banner represents the economic State of Ark-La-Tex. This geographical hybrid pays political allegiance and taxes to the Capitol at Baton Rouge, five fast highway hours to the southeast, but it sits at the center of a separate commercial empire (population 1,900,000).

Shreveport, capital of Ark-La-Tex and its 67 counties, is surrounded by fertile Red River farm land, spread-out lakes and heavily wooded areas in East Texas, Southwest Arkansas and Northwest Louisiana. Of even greater significance, it sits atop some of the most valuable oil and gas reserves in the nation.

If any building in metropolitan Shreveport (250,000 people in mid-1955) can properly be called the Capitol of Ark-La-Tex, it's the brand new Henry C. Beck Bldg., scheduled for formal opening by yearend. This $5 million structure will have its corridors lined with the offices of oil and gas interests. It's exterior is lined with blue aluminum. No other building can make that claim, and Shreveport is right proud of this gleaming 20-story structure with its four-story penthouse as well as the city's ranking as second largest metropolitan area in Louisiana.

Shreveport lives, and its outlying areas occasionally breathe, gas and oil. Within the mythical borders of Ark-La-Tex are some of the most valuable fields in the nation, such as East Texas, Caddo, Rodessa, Magnolia, Carthage and other significant fields whose names mean money, and lots of it, to the oil and gas trades.

As far as a half-tank of gasoline will take an auto, there is liquid money flowing out of the ground. The dollars that circulate throughout this Ark-La-Tex market eventually find their way to Shreveport, and then back again. This has been going on for over a century. The processes got a shot in the arm in 1905 when hole-diggers first sank their drills into the profitable reservoirs deep below the surface.

The largest gas company in the world—United Gas—is headquartered in Shreveport. Texas Eastern Transmission Co. (Big Inch and Little Inch) and Arkansas-Louisiana Gas Co. are other members of a billion-dollar triumvirate that draws dollars from a thousand and more miles away, in many directions.

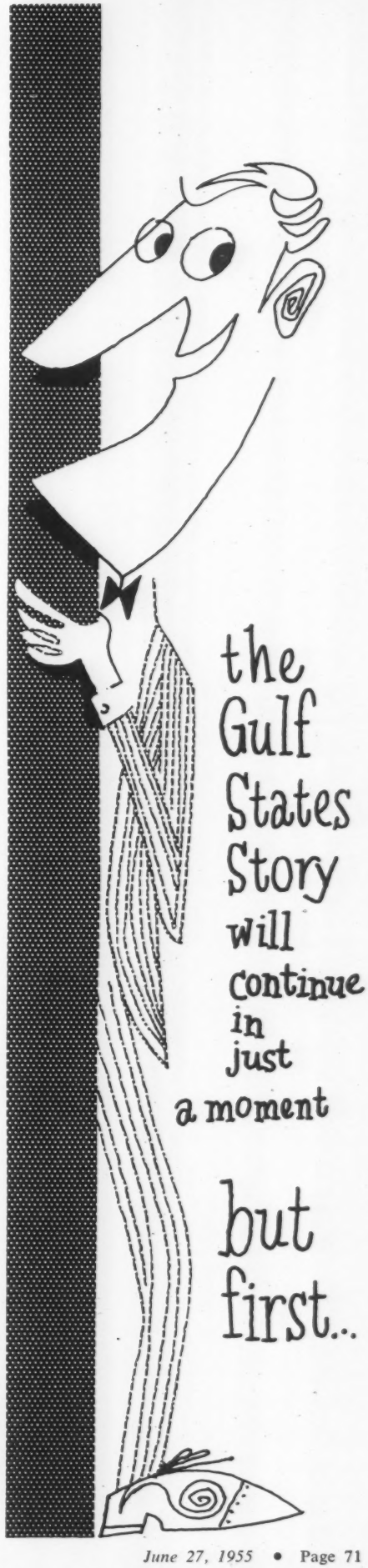
With all this oil and gas around, plus timber, livestock and crops, Shreveport inevitably is dotted with industries. A lot of them are plants related to oil and gas—J. P. Beaird (compressors, tanks, fittings, etc.), the city's largest industry with 1,000 employes and Libby-Owens-Ford which uses gas to fire the window-glass machines. In all, there are 250 industries making some 700-odd products including some of the interesting new petrochemicals, symbols of a new chemical era.

There's little of Dixie around Shreveport, aside from traditional Southern hospitality and the progressive spirit of the New South. The city impresses an observant visitor as Texas-like in economy and attitude. "The growth has been healthy, and mostly from within," said Henry B. Clay, executive vice president-general manager of KWKH. "Local industries have expanded. It is metropolitan but intimate, and a perfect place to live and work."

Graydon F. Smart, editor-manager of *Shreveport* magazine, said that while the city is the largest gas center in the world and United has the largest gas plant, "Shreveport is not interested in just big figures. As heart of Ark-La-Tex, it is a distribution center with a balanced economy."

Winston B. Linam, who has been running KSLA (TV), the only three-way wedding of competing applicants, calls it "a dynamic market." He has served this year as assistant to the president of the ch. 12 tv outlet, with the group he represents having been given the FCC's nod in May. This winds up the tripartite operation and KSLA is ready to lead a normal corporate life.

"The people are fresh, vigorous and



...75 words from

WTIX

Since last you looked, New Orleans radio has changed. The station with the smallest audience two years ago is the station with the biggest audience today. (18.2% a.m. . . . 16.4% afternoon . . . 17.2% all-day average.*) Second station all-day: 15.7%

Going into 11-station New Orleans? Get a map. The guides to see are **Adam J. Young, Jr.**, national rep., or WTIX General Manager **Fred Berthelson.**

* Hooper Mon.-Fri., 6 a.m. to 6 p.m., May, 1955

the new WTIX

New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha Represented by H-R Reps, Inc.

WHB, Kansas City Represented by John Blair & Co.

WTIX, New Orleans Represented by Adam J. Young, Jr.

proud," he said. "It's an aggressive market."

E. Newton Wray, president-general manager of KTBS-AM-TV (the tv operation starts in September), has his eyes on the future. "The population has doubled in 25 years and will double again in the next 10 years," he said. "There are natural gas and oil reserves for at least a half-century."

Shreveport has many wide downtown streets, one of which (Texas) yields to the monumental First Methodist Church and jogs around it to continue westward toward the State Fair Grounds. Traffic gets thickish off the Red River bridge at Texas St., but a handsome new span is well along and will ease the crush. The metropolitan area's retail sales may pass $250 million this year.

About 120 years ago, Capt. Henry Miller Shreve defied all scoffers and set out to turn the Red River from a log-strewn jungle into a waterway. It took time, but the job was done and a town was started. Up to a half-century ago the river was an important traffic lane. Silt, railroads and highways halted the water hauls. Now Shreveport is on the municipal prod, trying to rouse the whole area into building a canal paralleling the river. The project has federal approval, with local obligations. It will take $85 million in digging and facilities but Shreveport will then be able to join the business-boosting cities having nine-foot barge lines to the sea and to the Mississippi and related valleys.

Adjacent Bossier Parish is heavily settled and its Barksdale Air Force Base, a $100 million project, feeds $3.5 million monthly into the Shreveport market.

BATON ROUGE

SHORTLY AFTER SUNSET an unsuspecting tourist who drives around behind the towering Louisiana State Capitol ("tallest building in the South") will wonder if he is on a Jersey City ferry crossing the Hudson River. The thousands and thousands of mazdas that outline the pipes and spigots and cat-crackers of the Esso plant, soon to be the world's largest, offer a gorgeous skyfull of industrial brilliance.

Folks in the capital city of Louisiana claim it is growing so fast the Chamber of Commerce simply can't print a pamphlet that tells the up-to-date story; the paragraphs and tables are ancient history by the time the ink is dry.

"It's the fastest growing city in the United States," according to Tom E. Gibbens, vice president-general manager of WAFB-AM-TV. "Population increased 247% from 1940-50 and now it's going up 7% a year."

Kelly Maddox, WJBO general manager who spent many of his radio years in Texas, said, "It's like Dallas in the 40s. Industry is bringing in new blood and the natives welcome it." J. Roy Dabadie, of WJBO's affiliated WBRZ (TV), pointed northward to the miles-long Esso-Ethyl-Solvay-Kaiser cluster, bordering the Mississippi and just below the only bridge between New Orleans-Natchez, and called Baton Rouge "the center of the South's chemical industry."

In Baton Rouge they're taking the spurting municipal statistics seriously. "Don't tell anybody," a civic booster told B•T's fact-hunter, "but we're going to be the second

A LEADING INDEPENDENT

IN THE NEW SOUTH

*Hooper Jan.-Feb. 1955

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING 10 COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER

1000 WATTS DAY

JOE MONROE Pres. & Gen. Mgr.

507 Spring Street, Shreveport, La.

See **FORJOE** *for* **K-JOE**

K-JOE

BATON ROUGE: Industry is booming in Louisiana's state capital. This is Esso's petrochemical plant, due to be expanded into the world's largest (for $25 million).

city in Louisiana, instead of the third, when the new *Sales Management* survey for 1955 comes out." The *SM* survey has since come out. It's city-county table shows that Baton Rouge, in E. Baton Rouge Parish, has 151,500 city population compared to 150,900 for Shreveport, in Caddo Parish. E. Baton Rouge Parish has 210,000 population, according to *SM*, compared to 196,300 for Caddo Parish, with another 44,900 in Bossier Parish across the Red River from Shreveport (19,700 in Bossier City, part of the built-up urban area). But Baton Rouge looks across the Mississippi to West Baton Rouge Parish where there are 3,183 people, mostly in Port Allen, directly opposite.

This unveiling of statistics in the raw could go on and on—and certainly will, but not in these columns except for one final observation: *SM's* metropolitan county area table shows 210,000 for Baton Rouge and 241,200 for Shreveport.

So much for people! Baton Rouge has enough industry to satisfy its most ardent promoters. For example, the current expansion project that is to make Esso's big plant the biggest in the world, is officially billed as a $25 million item. Most any local businessman will insist that it's really $90 million, hinting darkly at figure-shrinking officials who prefer the $25 million version.

Two months ago Esso and Copolymer took back their synthetic rubber plants ($16 and $10 million, respectively) from the government. They had operated them for Uncle Sam since pre-World War II days when synthetic rubber became a secret weapon of inestimable strategic value.

Esso turns out more chemicals—hundreds more—than any three of its officials can remember at a single sitting. This is part of the new petrochemical development that is one of the New South's most promising potentials. Ethyl Corp. produces tetraethyl lead that adds pennies and a knockless punch to a gallon of gasoline. These two industries, extensive and efficient, are just south of the big Kaiser alumina (not quite aluminum) plant spread around the eastern approach to the Mississippi Bridge.

Convenient to Baton Rouge are salt, sulphur, natural gas, limestone, oil, water transport and many of the other products and services cherished by modern industry.

There are such farm products as cotton, sugar cane, corn, livestock, small grain and truck crops. The low-land soil is fertile. Baton Rouge is the "farthest inland deepwater port on the Mississippi." Ocean-going ships come up the 35-foot channel, with connections to the intercoastal waterway. New port facilities are being built at Port Allen and they're talking up a shortcut to Grand Isle, on the Gulf, via Bayou Lafourche ("longest street in the United States").

A gallon-gasoline drive north of New Orleans' outskirts on the dual ribbon to Baton Rouge is a sign, "Dam Yankee Coffee 1½ miles." The sign offers chicory-free beverage, but there's nothing Yankeeish about Baton Rouge except a lot of the new population—and many of these folks have kids waving Confederate flags.

Baton Rouge's city facilities are being de-

It's TRUE *what they say about Dixie!*

It's today's "Boom Town, USA." And, an important part of it is the area surrounding Shreveport, Louisiana. Here, oil, natural gas, steel, agriculture, cattle, timber and other thriving industries make Shreveport and vicinity a market not to be overlooked.

NOT TO BE OVERLOOKED EITHER IS THE FACT THAT KSLA IS THE FIRST AND ONLY TELEVISION STATION IN SHREVEPORT

- ☆ The ONLY TV STATION with Grade A coverage in Metropolitan Shreveport
- ☆ On the air 18 months with Shreveport's only EXPERIENCED TV staff
- ☆ Proven TV audience domination—88% daytime, 87% nighttime*
- ☆ Over 85,000 sets now in use
- ☆ Affiliated with CBS and ABC

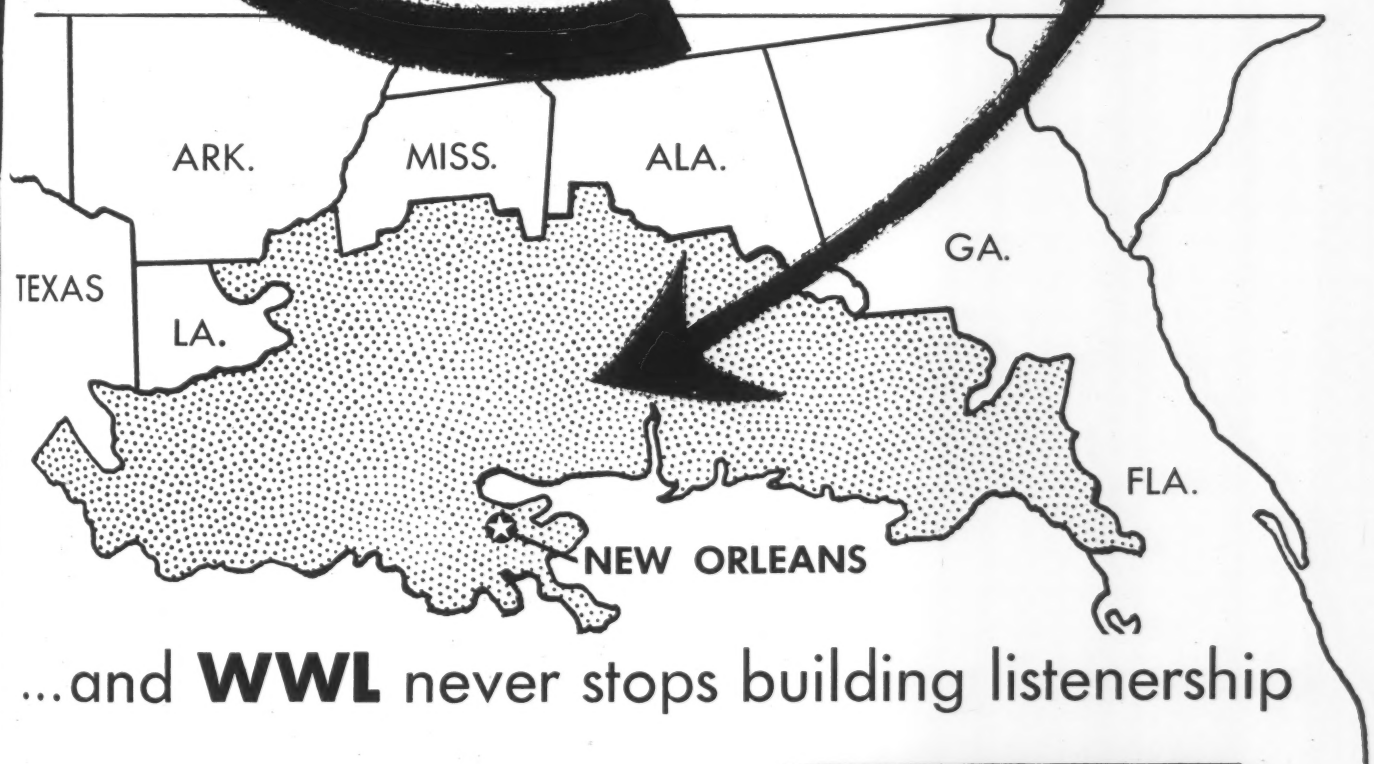
AND . . . COMING THIS FALL
316,000 watts 1,200 ft. Tower
Telecasting to 1,178,450 people with a spendable income of $1,275,069,000. Your Raymer Man has full details.

KSLA CHANNEL 12
SHREVEPORT, LOUISIANA

*Shreveport Telepulse, Jan. 23-29, 1955

PAUL H. RAYMER CO., INC. — National Representatives

DAY or NIGHT
Throughout this AREA
Folks Turn First To...
...WWL
NEW ORLEANS



...and **WWL** never stops building listenership

50,000 Watts
Clear Channel
CBS Affiliate

The Greatest SELLING Power in the South's Greatest City

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Don't Miss

1/3*

***Negro population—181,725**

Your campaign should include New Orleans' only exclusive Negro Market Station.

Each program tailormade to reach that important 1/3 of all grocery, beer, wine and drug customers.

Number 1 Rated Station In Negro Homes—SEE PULSE

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.
Mort Silverman, Gen'l Mgr.

veloped, but in spots they naturally haven't caught up with the increase in people and industries. The State Capitol is worth a long drive and it provides a lot of payroll dollars, too; the Louisiana States U. campus is a surprise to those who cling to Northern educational traditions. Like many other southern cities, Baton Rouge has the "biggest darn coliseum anywhere" plus the largest horse show in the nation and a famed livestock exhibition.

"Le Baton Rouge" (The Red Stick) was named for a bark-stripped cypress tree that once stood on the site of the old Capitol. The Red Stick has become a Big Stick in Louisiana's economy. "Look out, Shreveport," they're saying along Florida and Government Streets.

AROUND LOUISIANA

ALEXANDRIA—Including Pineville, the urban population is estimated at 50,000 in mid-1955. Center of a $40 million agricultural production in Central Louisiana, Alexandria's economy is built around lumber, cotton, livestock, poultry, natural gas, naval stores, sugar cane, clay and rice. One of the nation's largest timber areas provides material for 15 industrial plants, plus another 50 plants within 50 miles. There are 70 manufacturing plants, five major railroads, an Air Force wing and Louisiana College. The city is located on the Red River. It was settled in 1785. It is trade center for a number of parishes and is the main city between Shreveport and Baton Rouge.

BOGALUSA—A kraft paper and wood products producer, Bogalusa has a population of 20,000. The state and federal governments operate forestry experimental stations, with 6,000 acres of the Goodyear Plantation, 15 miles to the southward, devoted to tung trees. Mammoth Gaylord Container Corp. has 3,000 on the payroll.

LAFAYETTE—This trade area in South Louisiana is in the heart of Louisiana's Deep South region. Located on the Vermillion River in Acadian country, it has 40,000 population. Some of the folks talk French, others a distinctive French dialect. Every home has azaleas. Industries are built around rice, sugar cane, cotton (19 gins in the parish), sweet potatoes, oil and salt. Southwest Louisiana Institute, co-ed college, has 3,500 students.

LAKE CHARLES—The city has 60,000 population but Calcasieu Parish has 115,000. This area is becoming one of the South's larger industrial developments, with $400 million in plants covering a wide range of production. A 35-foot ship channel runs beeline from Lake Charles to the Gulf, 33 miles away. Industries include Cities Service Refining Corp., $80 million plant employing 1,925; Mathieson Chemical, 825 employes; Cit-Con Oil Corp., 760; Firestone Tire, 530; Columbia-Southern Chemical Corp., 475; Continental Refinery, 350; Davison Chemical Corp., 165; Swift Packing plant, 175. Three rice mills turn out 600,000 barrels; La. State Rice Milling Co. is the nation's largest. Resources include lumber, Gulf Coast oil, clam shell deposits, salt domes, second-growth yellow pine, seafood products. Five barge lines are located on the Intercoastal canal. Three mainline railroads serve the city. A new $10 million Calcasieu-Lake Charles bridge eases the traffic problem around the numerous water areas.

MONROE-WEST MONROE—The twin cities have a metropolitan county population of 84,000, with 55,000 in the urbanized area. Once the nation's biggest natural gas producer, the cities now draw on Texas and elsewhere in Louisiana for some of their supply. They are a crossroads for gas pipelines and there are 1,650 oil wells in that part of the state. Northeast Louisiana State College is located in the cities. Barge service moves along the Ouachita River to New Orleans on the south and Camden, Ark., on the north. Traffic runs around 150,000 tons a year. Business is good in this lumber and farming area. Allied Chemical is a big employer, along with other mills producing paper, many wood products and bedding. Bank debits in the early spring were nearly 10% above a year ago.

LOUISIANA'S DEEP SOUTH—Between New Orleans and Lake Charles is a 10-parish subtropical paradise with a population of 450,000. It abounds with bayous and subtropical vegetation and offers year-round sports and outdoor activity. Most any week there'll be at least one festival in this festival-loving area. Lafayette is the largest city. Others are Opelousas (yams), Eunice, Crowley (rice), Abbeville, St. Martinville, Jeanerette, Franklin, Morgan City, Houma (oyster center), Thibodaux, New Iberia (sugar cane) and Raceland. The Acadian flavor prevails.

The Deep South is frontier for the frantic tidelands oil drilling, with millions being spent on million-dollar mechanical islands that quickly give birth to derricks and pipelines.

B & W

B is for "Brains"

& W is for "Work"

That's what counts most at "B & W" . . . and nothing does more to bring about a most successful client-agency union.

"Brains" and "Work" . . . and "Experience." We have that, too. Each of us has had more than 30 years in agency work, and in related advertising and selling. Yet our greatest successes have been in the newest advertising medium . . . Television.

We'd like to tell you more about our experience . . . and how we have helped advertisers solve special problems "down South," as well as elsewhere. May we?

Brinckerhoff & Williams Agency
928 Gov. Nicholls St.,
New Orleans 16, La.
Phone CAnal 6219

E. V. BRINCKERHOFF

AUBREY WILLIAMS

NOW AGAINST ALL ODDS
EMERGES A NEW POWER

WJMR-TV

channel 20

A GENERAL ELECTRIC
FULLY EQUIPPED STATION

*the World's Most Powerful Television Station**

in New Orleans
the South's Greatest Market

CBS ABC

NOW equipped and staffed for ***Service***
efficiency born from *Experience*
results created by ***Salesmanship***

SEVEN OUT OF TEN TOP-RATED SHOWS

**One million watts (effective radiated power) plus low channel 20 gives WJMR-TV the highest output in the country. Application for 5 million watts on file*

GEO. A. MAYORAL
VP & Gen. Mgr.

ROBERT E. JEFFERS
Sec'y-Treas.

AUBREY MOORE
Prg. Dir.

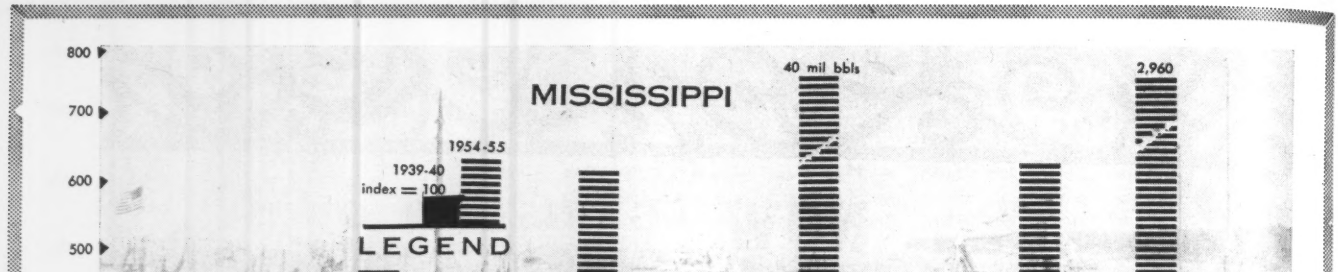
CHESTER F. OWENS
President

National Sales Representatives
THE BOLLING COMPANY
New York Chicago Los Angeles

TOM ABBOTT
Comm. Mgr.

PAUL BEVILLE
Comm. Mgr.

JACK PETRIK
Chief Engineer



MISSISSIPPI

ONE WARMISH DAY in August 1950 the city of Greenville was lip-flapping headquarters for the entire South.

Led by Mayor George F. Archer, this Delta city of 34,000 was trying to solve a mystery. Its businessmen whispered furtively, trying to answer the question of the year: "Who are those Yankees snooping around in search of a factory site?"

Greenville already had two factories—U. S. Gypsum and Chicago Mill—but sure could use another one. So excitement mounted as the day moved along. The northern visitors flatly refused to identify themselves. This went on and on, into the afternoon.

Finally an alert Greenville businessman spotted some tiny words on a tie-clasp. After a few awkward maneuvers, he was within bifocal range. The printing on the tie-clasp included this familiar corporate name—Alexander Smith Inc.

One of the first five in the carpet industry had its eyes on Greenville. The interest was mutual and an industrial romance blossomed. In 1951 the citizens of Greenville went to the polls and overwhelmingly approved a BAWI bond issue to supply a site and big plant for a new Alexander Smith subsidiary, Greenville Mills Inc.

BAWI?

The initials stand for Balance Agriculture With Industry, a prosperity device conceived in 1936 by Gov. Hugh White, who again is occupying the Governor's mansion in Jackson. BAWI allows cities to finance sites and plants. It has led to $29 million in local bond issues, bringing in 100 industries with an investment of $106 million and employing 28,000 workers around Mississippi.

Greenville, a typical Delta city, had depended mostly on cotton for its livelihood. The gypsum plant and mill had been a big help, but Greenville felt its ample supply of soft water and handy outlet for raw effluent (Ole Man River) should be utilized by other industries. Worthy of mention was a lure that has influenced the move of hundreds of mills into the South—an ample supply of labor anxious to do a good day's work.

"We liked the people in Greenville and they liked us," said William F. C. Ewing, chairman of the board of Alexander Smith.

A training crew was sent to Greenville in 1952 from Alexander Smith's Yonkers plant in New York and foremen were trained—with surprising speed. First Axminster carpeting came off the looms of the new mill in March 1953. Last autumn the plant employed 350 people. Now velvet carpets, too, are being made at Greenville and 900 people are employed.

Then a familiar industrial bonus came to Delta Land—Ludlow Mfg. & Sales Corp. was awarded a $1,295,000 BAWI loan in Indianola, 40 miles east of Greenville. This plant is turning out twine for the bottom side of Alexander Smith's carpets, using jute and cotton.

Familiar bonus No. 2—Alexander Smith, having closed its strike-crippled Yonkers plant, liked Greenville so well it moved the entire headquarters from 295 Fifth Ave., New York, to this river city, leaving only sales and advertising in Gotham. It will feed $2.5 million into the city this year.

This is one of 100 BAWI stories. It shows why Mississippi now has 100,000 factory workers compared to 46,000 shortly before World War II.

Mississippi—1935 version—was a farm state that boasted "the world's richest land" in the northwestern Delta section; "the world's finest long-staple cotton," grown in that mellow soil; another extensive area of "Loess" soil, blown in from the west by kindly winds and deposited between Vicksburg and Natchez; two earnest little seaports, Gulfport and Pascagoula; endless timber stands, including fine hardwoods; a snow-free, mild climate and the mighty Mississippi; and, unfortunately, a vague sort of torn-pants reputation based partly on the fiery oratory of some of its roving politicians.

BAWI came out of Gov. White's understanding mind in 1936 and an economic revolution was underway. By World War II Mississippi was doing its share at the industrial front. Since the war, according to William E. Barksdale, who has resigned as executive director of the Mississippi Agricultural & Industrial Board to become Alexander Smith's public relations director, these things have happened: factory wages doubled; effective buying income up at least 75%; cash farm income up 135%; livestock production up 170%; tourist business almost doubled; per capita income doubled.

Mississippi—1955 version—is starting to process its raw materials within its borders. Furniture plants are using the fine hardwoods. Oil was discovered in Yazoo County in 1939. Now there are 2,000 producing wells in nearly 100 fields, adding $50 million a year to the economy. Recently the $10 million Pontiac Eastern Corp. was launched at Lumberton to supply Gulf Refining Co.

Population is 2,200,000, a figure that hasn't changed much in a decade-and-a-half. Technical and business specialists are moving in from the North as new industries develop but there is out-migration of Negroes with mechanization of cotton.

In the Northeast, Tennessee Valley Authority has left its industrial impact, and cheap electricity joins oil and gas as sources of moderately priced energy.

Mississippi is getting the famed industrial giants familiar to Americans. Westinghouse, Johns-Manville, General Electric, International Paper, Flintkote and Ingalls Shipbuilding and Kroehler Furniture are typical. Last year 36 new industrial plants were built or started, plus 39 expansions. They represent a $27.3 million investment, 6,600 new jobs and $14.7 million in payrolls.

Tourist business is terrific, especially in the "Seven Cities by the Sea" along the Gulf Coast. There's a Gulf Coast parkway, a projected 12-mile causeway 12 miles into the

Gulf where historic Ship Island may be developed into a Riviera.

Mississippi was lagging behind a generation ago. Today's Mississippi shows progress. It's a long way between major markets, but the signs of industry and commerce are appearing in every section of the state. Jackson is the capital and main industrial center —a transportation and communication crossroads. It is pulling in business that once went to Memphis and New Orleans.

The farm country still reflects some of the traditions of the plantation era, with farmhouses farther apart than is the case in Georgia or the Carolinas. The soil and climate are ideal for timber and many crops. The story of the expanding livestock industry follows the progressive pattern of other southern states.

There's prohibition in Mississippi, but not enough to interfere seriously with thirst quenching or discourage the tourist business. Biloxi, Vicksburg and many other places have open package stores. The Gulf Coast gambling was rather modest in the late spring weeks—possibly a political wrinkle.

Mississippi discovered industry a score of years ago. It took a little time, but industry now has discovered Mississippi. A drive up and down and across the state will change a lot of Northerners' notions. They'll discover there's more to the state than Biloxi's shrimp.

JACKSON

SEVERAL years ago a tall, genial gentleman from the Deep South was telling a group of his fellow National Assn. of Broadcasters board members, meeting in Washington, about the modern miracles that were happening in mid-Mississippi. "Come down to Jackson and see for yourself," Wylie P. Harris, WJDX (and now WLBT video), finally said, winding up what some his northern confreres agreed was a pretty good though obviously exaggerated Confederate pitch.

Wylie Harris has since retired from the industry association's board and his role at the stations is that of active consultant and advisor. He hasn't lost any enthusiasm, however, while gaining some deserved time for occasional office-hour fishing forays. His advice to "see for yourself," if taken, yields interesting lessons in economics to those who talk to the natives, to the newly arrived and to those who control the wheels of industry and operations of offices.

The basic lesson deals with people. Metropolitan Jackson (Hinds County) has 160,000 (maybe a thousand or two more) people. In the city proper over 118,000, with 35,000 families who spend $200 million a year in 1,500 stores. A half-million people live within a 50-mile radius including 16 counties.

That, suh, is big business in any state, northern or southern. Jackson's population has grown six-fold since 1925. The city is "The Center of the State," and Jacksonians tend to up it a little to "The Center of the Entire South." It's truly a cross-roads. Everything modern crosses at Jackson—north-south and east-west railroads (Illinois Central goes seven directions), telephone (tv) lines, highways and air transport. It is a natural wholesale area—$165 million wholesale business from 270 outlets—and the retail center for a wide area. Next major community is along the Gulf Coast—Biloxi-Gulfport.

The statistical story of Jackson's growth in the 10-year postwar period can be told quickly with these indices (1945 and 1954): Electric customers, 16,598 to 31,035; gas customers, 16,529 to 30,596; telephones, 19,365 to 46,086; autos, 17,119 to 49,711; city population, 72,000 to 118,000; building permits, $4.2 million to $23.4 million; bank clearings, $233 million to $541 million; post office receipts, $1.0 million to $2.3 million.

Jackson has industry everywhere. Some of the newer plants (with number of workers) are: Armstrong Cork, 145; Allstate Insurance Co. regional office, 150; W. G. Avery Body Co. (expansion), 325; Century Mfg. Co. (Presto appliances), ultimately 800; General Electric (expansion), 315; Knox Glass Bottle Co. (second plant), 675; Mississippi Products (furniture, wood products for Sears, RCA), 1,500; N & W Industries, garments, 500 (expansion); Swift & Co., poultry and packing plants, about 300; M-R-S Mfg. Co., Flora dirt movers, 200.

In all, about 50 new industries have started since the war. Many have defense contracts. Jackson's per capita buying power is above the national average. It's no "cheap labor" city—$1.26 per hour average. As state capital, the city draws 150 conventions a year plus 800 people a day who do business with state and federal agencies. The state office building is one of the finest structures in the South; 5,400 state, federal county and city employes have a $21.6 annual payroll.

Jackson's municipal breeches are tearing a little at the seams because of the exceptional growth. A Rehabilitation Advisory Board of

JACKSON, MISS.: Its 118,000 people spend $200 million a year in the about 1,500 stores. The state capitol is at upper center in the picture.

PARTICIPATE for PROFIT on WLBT . . .

There's a show tailored to sell your product in Mississippi

"Musical Notebook" . . .
Vern Freeman hosts, Harriet sings, Frank plays . . . M-F at 11 am

"The June King Show" uses Alon Bee, WiLBerT the puppet and June's easy manner . . . M-F at 11:30 am

Howard Langfitt and "RFD Televisit" is top farm show with weather, markets, demonstrations . . . M-F at 12:25 pm

"Kitchen Magic" with Jo Holland and Alon Bee publishes recipe book . . . M-F at 2 pm

Daily Tele-salesmanship

NBC MAXIMUM POWER ON CHANNEL 3

WLBT Jackson Mississippi

Represented nationally by the
GEORGE P. HOLLINGBERY CO.

THE NEGRO MARKET

IN THE Deep South the Negro market is a growing market. Negro buying power is increasing fast—faster than that of the market as a whole, and the market as a whole is growing faster than almost any other region of the nation.

The selling profession paid little attention to the Negro buyer until recent years, but it's making up for lost time, judging by the way modern campaigns are planned in the Gulf Trio States of Alabama, Mississippi and Louisiana.

This specialized market is misunderstood by many businessmen. Its chief trait is an increasing similarity to the market as a whole. Until those who sell goods and services make this simple discovery, they're likely to waste a lot of money on advertising campaigns that "talk down" to the Negro or push low-priced merchandise.

The Negro market in Birmingham, for example, cannot be studied on the basis of six- or seven-year-old statistics. The *Birmingham News-Post-Herald's* (WAPI, WABT [TV]) studies—and they're thorough ones—show that three times as many Negroes (nearly 90%) own mechanical refrigerators as was the case in 1948; four times as many have washing machines; nine times as many have electric ranges; four times as many have gas-oil home heating units.

In New Orleans, where nearly a third of Negro workers belong to unions, wages are going up and the Negro buying power is estimated at $2.5 million a week —a lot of buying power in any area.

Fitzgerald Adv. Agency, New Orleans, one of the first to realize the importance of the Negro market, has retained Dr. Ernest Dichter, noted market analyst, to conduct motivation research into the factors that induce the Negro to buy.

The Negro is important in the advertising of such products as beer, syrup and rice. His family will respond to advertising on behalf of housing developments and burial society insurance, for example. There is more impulse buying, and more installment spending. The Negro is anxious to catch up to the living standards of white people. He and his family are drawing wages that help bring about this equalizing process.

Negroes like higher-priced products. Many of them buy butter instead of margarine. In Birmingham 67% of Negro tv sets are consoles or console-combinations compared to 59% for white people. Nearly three of five Negroes own tv sets in that area compared to four of five white families. They are buying more homes in the $10,000-$15,000 category and one of every three autos, often a big one, is Negro-owned compared to one of seven only six years ago.

"Birmingham has the highest Negro family income in the Southeast," according to Bernard D. Feld Jr., *News Post-Herald* promotion-research manager. He cited these 1950 U. S. Census figures—Birmingham $1,849; New Orleans $1,695; Atlanta $1,681; Memphis $1,617. They're up as much as 50% in mid-1955. Over half the Birmingham families own their own homes.

H. E. McDonald, research director of the Fitzgerald agency in New Orleans, said three of four families in the parish have tv, with a ratio of over three of five Negro families owning sets. Negro ownership is increasing faster than the area as a whole.

Vernon Winslow, who broadcasts on WWEZ New Orleans and other stations under the name "Daddy-O," is a former assistant professor of fine arts at Dillard U., one of the two Negro universities in New Orleans, where he taught 14 years. Mr. Winslow said World War II brought New Orleans Negroes "from overalls to such housing projects as Pontchartrain subdivision (1,000 houses, $9,800 to $30,000) and spreading Bunche Village ($6,000-$9,000)."

"Any average advertising campaign sells many Negroes," he said. "The Negro is getting better jobs and there is less anti-Negro sentiment. Schools and housing are better. The integration problem is gradually solving itself."

He added this significant market item: "More Negroes than whites bought and built homes in metropolitan New Orleans in 1954."

Mr. Winslow said the mistaken jive approach to the Negro radio-tv audience is disappearing. In New Orleans, he said, there is a 29% "discernible Negro" population, citing the melting-pot aspect of the city with its mixtures of White, Negro, Spanish, Portuguese and French as well as West Indies French blood.

Throughout the Deep South the ratio of Negroes in cities runs from one-third to as much as a half. Up to a few years ago this large segment of the population was regarded as almost a total loss. Thomas Spangler, radio-tv director of Dixie Adv. Agency, in Jackson, Miss., noting how advertising people are studying the Negro market, said, "Negro income is steadily increasing and the Negro tv saturation is becoming more important every week." He recalled that a local utility company recently held a cooking school for Negroes, an event which could never have been thought of a few years ago.

Negroes are quick to detect a sympathetic attitude toward the race, according to Aubrey Williams, formerly radio-tv director of Fitzgerald agency and now a partner in Brinkerhoff & Williams. He added these observations: "I'm convinced there is no such thing as programming to a class. You program to a taste. The same percentages of Negroes and white people like soap operas. In general it's wise to program in long segments, not using fringe time."

50 citizens is sparking a slum eradication drive. One gravel-paved clump pushes right up to the state office building. Negro population runs from 30% to 50%, depending on who's interviewed; a good guess is 40-45%, and nearly all of them are working. Three of seven local colleges are Negro.

L. M. Sepaugh, general manager of WSLI-AM-TV, which merged with the former ch. 25 WJTV (TV), said taxable sales in the county are up 524% since 1938. He recalls when he could hire a Negro yard boy for $1 a day. "He wants $7.50 now, if you can find one," he said. Mendell M. Davis, Chamber of Commerce general manager, observed that the Negro makes as much as the white workman in major industries.

Fred L. Beard, WJDX-WLBT (TV) general manager, summed up the city this way, "Jackson has literally grown like wildfire. It's not a boom but a steady, fast growth that includes every type of industry." Reflecting the continued agricultural growth in the gentle mid-Mississippi hills, the two stations are unusually active in farm programming as well as local productions.

This year a half-dozen Jackson businessmen have attained top leadership in industrial associations. Boyd Campbell, president of the U. S. Chamber of Commerce, cited the report of a planning consultant who spent 18 months studying Jackson, and observed, "Jackson will be a city of 200,000 by 1970. The city was carefully laid out and planned in 1821 to meet future needs. Planning again is being emphasized. Watch 'The Crossroads of the South.'"

MISSISSIPPI GULF COAST

OVER 165,000 people live permanently in the three-county coastal area that includes "The Seven Cities by the Sea"—Pascagoula, Ocean Springs, Biloxi, Gulfport, Long Beach, Pass Christian (pronounce it Christi-ANNE) and Bay St. Louis. Well over 10 times that many strangers live in the balmy resort spots for a day up to several months. They will contribute possibly $300 million to the native economy in 1955, attending 30 or 40 festivals of various sorts, taking part in conventions and generally lolling about this "Poor Man's Riviera," according to the local statisticians.

The area is building furiously for the future. Finishing touches are being put on the waterfront at Biloxi, with a 33-mile 300-foot man-made beach now running from eastern Biloxi to Pass Christian. Paralleling it is a four-lane divided parkway.

Historic Biloxi is Mississippi's No. 2 city, with 65,000 population. Gulfport, a few minutes westward, has 26,600 plus an ocean-going harbor. Both have extensive fishing fleets. The metropolitan county population of Biloxi-Gulfport (Harrison County) is 115,700.

According to Ray Butterfield, general manager of WLOX, Biloxi has 900 fishing boats and the famed shrimp-oyster industry employs 5,000. Keesler Field, termed the world's largest air base, brings in $50 million payroll and represents a half-billion dollar, or more, investment. A Veterans Adm. center has 1,200 beds, employs 400.

Gulfport has a 30-foot channel and 1,800 feet of berth space for ships. Whereas Biloxi is the "second oldest American city" and once was capital of the Louisiana Purchase

Territory (Alleghenies to Yellowstone Park), Gulfport is only 57 years old. It has a Phillips Milk of Magnesia-mineral oil plant; Mac Smith Garment Co. (30 million shirts a year), and Mississippi Aluminum Corp. (piggots), among many industries (glass, creosote, fertilizer, naval stores, seafood packing plants). Its growth matches that of Biloxi and the rest of the state's coastline.

Pascagoula is a seaport as well as shipbuilding and resort town, with 18,000 population. Ingalls Shipbuilding Corp. is said to employ up to 5,000. Pass Christian, at the western end of the coastline, has about 4,000 population, a profitable oyster reef, recreational facilities and many historic homes. Bay St. Louis is about 5,000 population, with harbor, fishing and recreational facilities.

Those who haven't been to the Mississippi Gulf Coast for two or three years should see what's happening. Gambling isn't as wide open, but they'll still let you take a chance or two.

AROUND MISSISSIPPI

MERIDIAN—Population 45,000; third largest city in Mississippi. Many important industries—Flintkote Co., building materials, 500 employes; Burnley Shirt Corp., 450; Alden Mills, 425, General Box and others including hosiery, packing plants, lumber and wood products. There are railway shops and brick-concrete plants. Located near the Alabama line, it is a highway center. Livestock is important in the economy.

VICKSBURG—One of several important river cities, it has a 32,000 population. Vicksburg is famed historically as the site of one of the major Civil War battles, and a large national park symbolizes the event. The Yazoo Canal and Mississippi do a big waterway business. The first Mississippi River bridge south of Memphis was completed in 1930 (toll charged). Plants include LeToureau Co., 400; Anderson Tully, 900; Westinghouse, 330. Lumber products, food and auto trailers are among industries.

NATCHEZ—Like Vicksburg, it has many well-preserved mansions from the plantation era when fortunes were made in cotton. It has, as well, 32 nearby oil wells. International Paper Co. employs 1,500, Armstrong Tire 1,000 and Johns-Manville 500. Population is 26,000. The river bridge is free.

GREENVILLE—Also has a free bridge across the Mississippi River. Population is 34,000 (nearly 75,000 in Washington County). Technically Greenville is on Lake Ferguson adjoining the river. The lake has a deep-water harbor. In the Delta area, Greenville has agricultural resources plus Alexander Smith carpet mill, Chicago Mill & Lumber Co., U. S. Gypsum and an Air Force base.

HATTIESBURG—In the southeastern corner of the state, Hattiesburg has a population of 33,000. Its 85 industries employ 5,000 persons. Largest is Reliance Mfg. Co., apparel, 1,100; Hercules Powder, 1,000; Dixie Pine Products, 300. Telephones have tripled since 1940. Lumber and paper mills are important. Mississippi Southern College and William Carey College are located in Hattiesburg.

LAUREL—Pine forests and oil are spurring the city's growth. Population is 27,000. Masonite Corp. makes pressed board and other wood products; it's called the world's largest plant of the type. Textiles and electronics are among industries.

COLUMBUS—A trading center with many industries. Low-cost TVA power and natural gas are advantages. An Air Force base and Mississippi State College for Women are located in this city of 20,000. Plants include Seminole Mfg. Co., garments, 675; Columbus & Greenville Railway, 280; Johnston Furniture, 225; wooden poles, creosoting and cut stone. Located on the edge of Fall Line Hills near Tombigbee River.

GREENWOOD—Largest cotton market in the state is located in this city of 19,000. There are oil mills and other industries. A number of lakes are nearby.

CLARKSDALE—Industries include cotton gins, auto trailers, fertilizers, oil products and auto tubes. Population is 19,500. Busy farm trading area in northwestern corner of the state.

TUPELO—Dairy livestock and cotton center in the northeastern corner of Mississippi; weekly cattle market one of nation's largest. A community development foundation has made the city of 12,000 nationally famed. Tupelo is called "The First TVA City." Industries include Day-Brite lighting fixtures.

ABERDEEN—Northeastern county-seat town of about 7,000, surrounded by raw materials and served by two railroads; voted $200,000 BAWI bond issue for industrial sites and buildings.

MISSISSIPPI SPOTLIGHT

AREA: 47,700 sq. mi. Principal river is the Mississippi itself. Gulfport and Pascagoula are seaports.

Population: 2,200,000 (mid-1955 estimate).

Agriculture is dominant source of livelihood but industrial growth is rapid.

Ranks second to Texas in cotton production.

Freezes cut important tung nut crop to one-fourth normal so Mississippi yielded first place to Florida last year; it hopes to recover in 1955.

Poultry is a growing industry, with production estimated at 30 million fowl per year.

New packing plants, freezing, condenseries, milk, ice cream and cheese processing industries are developing.

State ranks second in U. S. in number of "tree farms," privately owned tax-paying forests dedicated to commercial forest crops.

Over 1,500,000 persons live on 251,383 farms totaling 19.6 million acres.

Mississippi leads the nation in hardwood lumber. The Delta area is called "The richest farm land on earth." Cotton production averages 413 pounds per acre, almost a bale, described as "amazing."

Oil output is 10th in the U. S., running 40 million barrels in year; state ranks seventh in natural gas (225 billion cu. ft. output).

Illinois Central runs 94 trains a day in state, second to its Illinois traffic.

State is world's largest wallboard producer.

Total crop income estimated around half-billion dollars in 1954 compared to $527 million in 1953.

Main 1954 farm products (preliminary figures):

Cotton $274 million; $360 million in 1953.

Cottonseed $39.7 million; $47.1 million in 1953.

Rice $9.2 million; $6.4 million in 1953.

Oats $13.5 million; $9.9 million in 1953.

Pecans $1.4 million; $2.6 million in 1953.

Tung nuts $928,000; $4.6 million in 1953.

Corn $43.6 million; $51.3 million in 1953.

Wheat $1.6 million; $2.3 million in 1953.

Hay $16.4 million; $19.1 million in 1953.

Sugarcane syrup $418,000; $840,000 in 1953.

Vegetables $3.4 million; $3.3 in 1953.

Sweet potatoes $3.5 million; $4.3 million in 1953.

Soy beans $12.3 million; $7.8 million in 1953.

Peaches $828,000; $1.7 million in 1953.

Income from cattle and calves $51.8 million; $37.2 million in 1953.

Hogs $61.4 million; $58.7 million in 1953.

Main industries (estimated output 1954):

Paper-pulp $150 million; $148 million in 1953.

Chemical $96 million; $100 million in 1953.

Petroleum $16 million; same in 1953.

Rubber products $15 million; $17 million in 1953.

Lumber $177 million; $188 million in 1953.

Food manufacturing $215 million; $210 million in 1953.

Textiles $48 million; $55 million in 1953.

Apparel $133 million; same in 1953.

Furniture $32 million; $36 million in 1953.

Stone-clay-glass $24 million; same in 1953.

Metals $10 million; $14 million in 1953.

Transportation equipment $87 million; $95 million in 1953.

Tourist business — $286 million in 1954; $112 million in 1939-40. Looks like over $300 million in 1955. Along the Gulf shore line between Pascagoula and on through Biloxi-Gulfport to Bay St. Louis a beautiful parkway is being completed.

Right From WKBN-TV's Station Log...

9,493 HOURS ON-AIR*

RCA-6181—
the power tetrode
that put commercial
UHF-TV on the air.

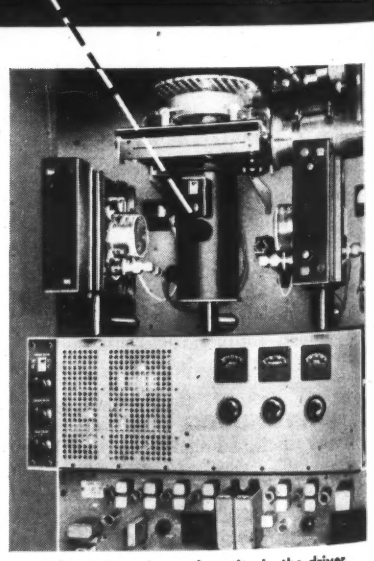
...and still going strong!

...says B. T. Wilkins, Chief Engineer at WKBN-TV

"After 9,493 hours' service in the aural section of our 12½-KW UHF, this air-cooled RCA-6181 power tetrode is still delivering peak performance! In fact, the performance of this tube compares very favorably with routine proof-of-performance measurements taken on a brand new tube!" So states B. T. Wilkins, Chief Engineer at UHF station WKBN-TV, CBS affiliate in Youngstown, Ohio.

Performance records such as this are no accident! RCA power tubes are engineered for top performance. They're conservatively rated and have great reserve of filament emission. RCA power tubes enjoy the reputation of paying off in lower capital investment per hour of tube performance—lower operating cost—minimum down time.

Ask your local RCA Tube Distributor about the complete line of RCA power tubes he carries for Radio and TV broadcast operations.



RCA-6181 tube and cavity in the driver stage of the aural section of WKBN-TV's 12½-KW UHF transmitter.

RCA® **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N.J.**

TV NETWORK AFFILIATIONS LIMITED TO PRIMARY CITY BY NEW FCC RULE

Effective Aug. 1, stations in neighboring cities, although with overlapping signals, are free to negotiate for network programming.

IN AN EFFORT to help new tv stations, especially uhf, acquire the network programming necessary for financial and competitive stability, FCC last week made final its proposal forbidding stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs. The change is effective Aug. 1.

Heretofore, the rule has allowed an affiliate to have "first call" on network shows within its service area, with other stations in "substantially" the same area prevented from acquiring them even though both network and sponsor desired the extra outlet. The new rule confines the "first call" privilege to the community in which the particular affiliate is licensed.

FCC emphasized the rule applies to all tv stations, including those owned by the networks.

Describing the change to its chain broadcasting rules as "relatively minor," FCC pointed out that "at this stage in the development of the television industry, network programming is essential to the profitable operation of most stations and, in many instances, its availability may be determinative of a station's ability to survive and furnish a needed television service to the public."

The Commission wrote that "the obtaining of network programs is such a vital and valuable asset to stations that we believe maximum opportunity should be given to all stations to compete for network programming and that any of our rules which might operate to restrain competition among stations for network programming should be kept to the minimum required to protect the public interest and to insure good program service to the public.

Present Restrictions Confining

"We are of the view that the present restriction in our rules which operates to preclude stations in other communities from contracting with networks for particular network programs when a station with overlapping coverage in another community has contracted for 'first call' on the same network program is unduly restrictive on competition for network programming and is not conducive to the rapid and effective development of television service to the public."

FCC said it realized the amendment "is no cure-all for the economic and other problems" facing many tv stations today. The revised rule does not assure any station of network programing, the Commission asserted, explaining, "all that the amendment does is to give stations greater freedom on an overall basis in negotiating and contracting with networks and advertisers for their programs."

Hope was expressed that the change "may enable some stations which heretofore have been precluded from obtaining network programming because of the 'first call' rights of stations in other communities to obtain such programs. But we do not believe that the fears expressed by the parties in their oppositions that adoption of the amendment would lead to excessive duplication of programming in the same area, the demise of the smaller networks and financial hardships to all stations are substantial, for the important part that economics plays in network-station contractual relationships will continue to function."

Such duplication as may occur, FCC speculated, "will result because additional factors present in the particular cases will convince those responsible for such duplication that it is desirable."

Concerning suggestions that more substantial changes in the chain broadcasting rules be made with respect to option time, minimum signal strength and elimination of all program exclusivity, FCC said rule-making proposals such as these "involve major changes" in the rules. Such modification proposals "can be considered more adequately after we have completed the study of station-network practices and policies which we hope to undertake in the near future."

As for allegations that the rule does not define "first call" or indicate the duration of "first call" rights of stations on network programs, the Commission said it saw no need in holding a hearing to clarify the matter since the amendment makes no change over the existing rule. FCC explained "the duration of such rights is determined by the contractual arrangements made by stations with the networks."

The rule change was supported by ch. 5 WFRV-TV Green Bay, Wis.; ch. 39 KNUZ-TV Houston, Tex.; ch. 15 WLBR-TV Lebanon, Pa.; ch. 49 WAKR-TV Akron, Ohio; ch. 11 KQXI (TV) San Jose, Calif., and ch. 43 WICC-TV Bridgeport, Conn. Comments in opposition were filed by NBC, CBS, DuMont, ch. 6 WTVR (TV) Richmond, Va., and ch. 6 WNHC-TV New Haven, Conn. Hearing was asked in joint comments by Meredith Pub. Co. stations ch. 5 KCMO-TV Kansas City, ch. 8 WHEN-TV Syracuse and ch. 6 WOW-TV Omaha.

Sec. 3.658 (b), Revised

HERE is the text of FCC's amendment to its network territorial exclusivity rule, Sec. 3.658(b), which becomes effective Aug. 1:

Territorial Exclusivity. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station located in the same community from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its community upon the program of the network organization. As employed in this paragraph, the term "community" is defined as the community specified in the instrument of authorization as the location of the station.

WGR ASKS HEARING ON NBC UHF BUYS AND NBC-WESTINGHOUSE STATION SWAP

Buffalo stations say NBC forced Westinghouse to exchange its Philadelphia properties for NBC's Cleveland stations, wants consolidated FCC hearing on all NBC deals.

NBC's proposed purchases of uhf stations in Buffalo and New Britain, Conn., and exchange of Cleveland and Philadelphia properties with Westinghouse came under attack last week from WGR-AM-TV Buffalo.

WGR Corp., licensee of the protesting stations, petitioned the FCC to set a consolidated hearing on all the NBC deals. Pending before the Commission are the NBC purchases of WBUF-TV Buffalo, ch. 17 [B•T, March 14] and WKNB-TV, ch. 30, New Britain, Conn. [B•T, Jan. 10] and the NBC-Westinghouse Broadcasting Co. exchange of WPTZ (TV) and KYW Philadelphia and WNBK (TV) and WTAM Cleveland [B•T, June 20].

WGR-AM-TV are affiliated with NBC. The corporation feels that if the WBUF-TV assignment is made to NBC, WGR-TV will lose its network affiliation and that it will then not be able to survive from an economic standpoint. WBEN-TV has the CBS affiliation in Buffalo.

The petitioner ridiculed NBC's stated claim that it is seeking owned stations in Philadelphia so as to be better able to finance uhf operations in other cities, questioned NBC's motives in seeking the Buffalo station and cited pending anti-trust suits against RCA and anti-monopoly investigations about to get underway in Congress as other reasons why these FCC actions should be stayed.

In outlining some of its arguments the WGR Corp. said:

"An examination of the pending applications for approval of the assignments of WPTZ (TV) and KYW to NBC in exchange for WNBK (TV) and WTAM indicate that Westinghouse is not a voluntary agent but is in fact under duress in the maintenance of its NBC affiliation agreements. . . . This exhibit clearly indicates that the applications should be classified as applications for *involuntary assignment* of licenses of WPTZ (TV) and KYW. Can there remain any reasonable doubt of the undue concentration of power in NBC when that organization can force Westinghouse to agree to an exchange of facilities under threat of losing its affiliation agreement? If Westinghouse feels compelled to accede to the demands of NBC, it is self-evident that no other broadcaster in a competitive market can withstand the demands and dictates of this organization. Ironically, NBC offers as one of the reasons for its action in Philadelphia the future cost of developing and operating uhf stations in New Britain and Buffalo. It would thus appear that additional concentration of power serves only to justify still greater concentration."

Dependency on Networks

The petition also said, ". . . [if NBC is granted WBUF-TV] the only contribution that will be made thereby is to confirm what is already an accepted fact, namely, that a uhf station can compete with vhf stations if it is assured ade-

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10:00 a.m. Saturday, June 18 — *MONITOR takes you to Moscow* for the first direct broadcast from the Russian capital by a network reporter in seven years. Exclusive news beat by NBC's Jack Begon.

4:30 p.m. Saturday — *MONITOR goes to Molotov.* At San Francisco for the first radio interview with the Russian Foreign Minister on his present visit to America, Pauline Frederick brings MONITOR's microphone right into Molotov's car.

5:00 p.m. Saturday — *MONITOR scoops a Spectacular.* MONITOR's listeners enjoy Groucho Marx, Ethel Barrymore and a host of other great stars in a rehearsal of the glittering NBC-TV "Summer Special" REMEMBER? 1938, presented a day later on television.

4:00 p.m. Sunday, June 19 — *MONITOR is first out of Argentina.* NBC reporter Robert Lindley, in the first direct broadcast from Buenos Aires since the revolt began, is first to disclose that Peron might soon be forced from power.

9:00 p.m. Sunday — *MONITOR covers a great moment in golf history* . . . exclusively! The intense excitement of the only on-the-scene broadcast from the U. S. Open Golf Tourna-

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a service of RCA

quate network support from either CBS or NBC. . . . It will also serve to confirm the fact that unless NBC does own the station, it will not affiliate with a uhf station where a free choice between uhf and vhf exists."

Commenting on the general proposition of major broadcasters moving into the presently unsure uhf market, WGR stated, "While the multiple-station proponents (including NBC) represented to the Commission that the Sept. 17, 1954, amendment of Sec. 3.636 of the rules would permit the entry of well financed multiple-station operators' 'know-how' into 'markets where high vhf-only set saturation obtains.' All moves by these vigorous pioneers have been in markets where a relatively heavy uhf set saturation exists and where all that is necessary to insure success is a guarantee that either CBS or NBC network programs will be available. It is to be further noted that while [Buffalo] uhf ch. 59 remains unused, NBC prefers to purchase a 'low' uhf channel rather than 'pioneer' a channel for which RCA has failed to develop equally satisfactory equipment."

Subject to FCC approval, NBC paid $606,994 for WKNB-AM-TV and $312,000 for WBUF-TV. The Cleveland-Philadelphia swap also involves a $3 million payment by NBC to Westinghouse. The New Britain deal was also contingent upon FCC approval of a transfer of the WKNB-TV transmitter closer to Hartford.

Educational Group Opposes Des Moines Ch. 11 Switch

PROSPECTIVE educational applicant for reserved ch. 11 at Des Moines last week filed with FCC its opposition to the Commission's notice of proposed rule-making to convert the channel to a commercial facility. The switch was asked by suspended ch. 17 KGTV (TV) there [B•T, June 6].

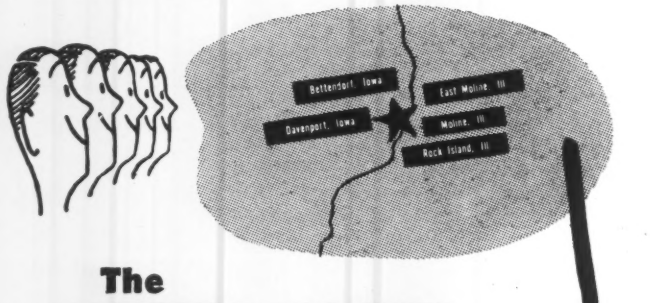
The Des Moines Educational Television Council, through Chairman Owen Cunningham, told the Commission, "We have worked for a long time to get the organization in a position where we can take advantage of ch. 11 and we feel certain that Des Moines will take advantage of the channel, but the time has not yet arrived for the application to be made." Other local educational interests also have protested the Commission proposal.

Mr. Cunningham told FCC his group is composed of prominent citizens and representatives of educational, business and professional organizations. Problems of finance, programming and membership "have been assigned to committees" he reported, "and each phase of the activity is in capable hands." Articles of incorporation have been prepared.

Des Moines public school system, in protesting the ch. 11 proposal, cited the success of in-school and adult educational programming on its noncommercial KDPS (FM) there. Programs also have been scheduled on WOI-TV Ames, Iowa State College station, but these will not meet all needs in Des Moines, it was noted.

Part 4 Rules Recapitulated

RECAPITULATION of Part 4 of FCC's rules and regulations governing the experimental and auxiliary broadcast services was published in last Saturday's *Federal Register*, incorporating all changes through June 1. Printed copies will be available later from Superintendent of Documents, Government Printing Office. FCC does not distribute copies, but makes public announcements of each amendment from time to time.



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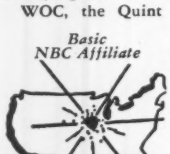

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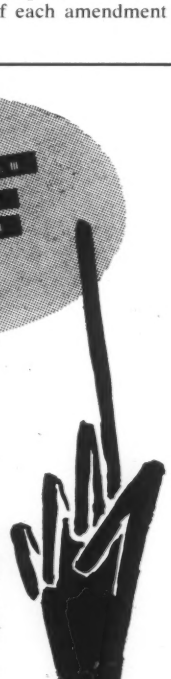

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Three New Ams Granted; Eight Permits Modified

CONSTRUCTION PERMITS for new standard broadcast stations in Rupert, Idaho; Houston, Miss., and Goldsboro, N. C., were granted last week by the FCC along with eight grants for modifications of permits.

Inland Broadcasting Co., the Rupert station permittee, will operate on 970 kc with 1 kw daytime. Inland operates KWEI Weiser, Idaho.

WCPC Broadcasting Co., Houston, is permitted to operate on 1320 kc, 1 kw daytime. Principals include Robin H. Mathis, general manager, and James H. Atkinson, telephone company owner.

Wayne Broadcasting Co., whose principal stockholder is Secretary-Treasurer Lawrence B. Carr, was given a permit to broadcast on 1300 kc, 1 kw daytime.

WJBK Detroit was granted a modification of its permit to change power from 10 kw daytime and 5 kw night to 10 kw day and 1 kw night, on 1500 kc with directional antenna day and night. Dissenting Comr. Webster said, "This proposal . . . does not put a minimum signal of 5 mv/m over the entire city for nighttime operation nor does it put the required 25 mv/m signal over the business area. There being five other existing stations in Detroit, there is no dearth of broadcast service to indicate a need for deviating from the rules."

WRAD Radford, Va., was granted a permit to change facilities from 1340 kc, 250 w unlimited, to 1460 kc, 5 kw, daytime.

WTBO Cumberland, Md., was granted a change in am operation from 1450 kc, 250 w, unlimited, to 950 kc, 1 kw day, 500 w night with a directional antenna day and night.

WBKH Hattiesburg, Miss., was permitted a power increase from 1 kw daytime to 5 kw day on 950 kc.

WMRP Flint, Mich., was given permission to change facilities from 1510 kc, 250 w daytime to 1570 kc, 500 w daytime.

KULE Ephrata, Wash., was allowed a power increase from 250 w to 1 kw operating daytime only on 730 kc.

WEKZ Monroe, Wis., operating daytime only on 1260 kc was granted an increase in power from 500 w to 1 kw.

KGLN Glenwood Springs, Colo., was granted a change from 1340 kc, 250 w unlimited to 980 kc, 1 kw daytime.

Communications Act Changes Heard by Pastore Committee

THE SENATE Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) last week held its first hearings of the 84th Congress on two bills to amend the Communications Act. Next on the subcommittee list and expected to be heard within a few days is the Senate version of a measure (HR 1648) to amend Sec. 309 (c) "protest" provisions of the Act (also see story opposite page).

Testimony was heard Tuesday on S 1456, to amend certain FCC administrative procedures relating to common carriers, and S 1549, which would authorize the FCC to impose administrative forfeitures of up to $100 on non-broadcast station operators who violate FCC regulations.

Testifying last week were FCC Comr. Edward M. Webster; Harold G. Cowgill of the FCC's Common Carrier Bureau; Donald Beelar, attorney representing Aeronautical Radio Inc.; Charles Cutler, representing Alaskan Aeronautical Radio Inc.; Jeremiah Courtney, attorney representing several users of non-broadcast radio services, and Bradford Ross, attorney representing the U. S. Independent Telephone Assn.

HARM FROM ECONOMIC PROTESTS CITED IN HEARING ON SEC. 309(C) REVISION

McConnaughey and Doerfer among group of witnesses before Senate committee. FCC chairman cites use of section as an instrument of delay by parties not concerned with public interest. Doerfer advocates outright repeal.

ALL-OUT plea was made by FCC Chairman George C. McConnaughey last week for Congress to remove provisions of Sec. 309(c) of the Communications Act which requires the Commission to hold hearings on economic protests to new radio-tv grants and to stay the new authorizations pending conclusion of such hearings. He would allow FCC to use its discretion instead.

Comr. John C. Doerfer called for outright repeal of Sec. 309(c), described by both FCC officials as responsible for abusive delay tactics by those seeking to prevent business competition under the guise of protecting the public interest. He said 70 cases are now pending.

A mounting flood of new protests and further delays in both new station grants and administrative procedures—plus greater expenses to government and industry—were foreseen by Comr. Doerfer as a result of recent court decisions rebuffing FCC's interpretation of Sec. 309(c). Most recent cited was the Court of Appeals ruling that the Commission failed to afford full hearing to a newspaper in Clarksburg, W. Va., in its economic protest of a tv grant on ch. 12 there to WBLK in 1954 [B•T, June 13].

The views of Chairman McConnaughey and Comr. Doerfer were aired Friday morning in testimony on HR 5614, a bill sponsored by FCC and introduced in the House in April by Rep. J. Percy Priest (D-Tenn.). They appeared before the Transportation & Communications Subcommittee of the House Interstate & Foreign Commerce Committee. Rep. Oren Harris (D-Ark.) is chairman of the subcommittee and Rep. Priest is committee chairman.

Cited Urgency

"We think action on this matter is urgent," Chairman McConnaughey said, remarking that the Priest bill "represents probably the number one item on the Commission's legislative program for this year."

Hearings on the bill were held Wednesday and Friday, with industry representatives also testifying in support of, or in opposition to, the proposed legislation. In essence, the bill would allow FCC to determine if a hearing were merited on a protest, give greater freedom to the Commission in modifying or adding issues for hearing and permit FCC to determine whether or not the protested grant should be stayed pending the hearing's conclusion.

The present Sec. 309(c) requires FCC to determine if the protestant is a "party in interest" and if so, is obliged to grant a hearing. In the case of new grants protested, the law now automatically stays such grants pending hearing on issues raised by the protestant.

Sec. 309(c) was part of the 1952 McFarland amendments to the Communications Act. Prior to enactment of Sec. 309(c), Chairman McConnaughey noted, the Commission "expressed a strong opposition to the protest procedure. We have now lived with the protest provision for approximately three years and this experience has confirmed the opinion of the majority of the Commission that this section is both undesirable and unnecessary."

Chairman McConnaughey said that Sec. 405 of the Act, which provides for rehearing or reconsideration petitions, "affords adequate opportunity for those with a legitimate interest to call to the Commission's attention any reasons or grounds why a grant made without hearing should be set aside.

"However, while the majority of the Commission is not opposed to Comr. Doerfer's view that the protest procedure should be abolished, we believe that Sec. 309(c) can be revised in such a way as to retain the basic objectives of the protest procedure and, at the same time, eliminate what we consider to be the objectionable features of the present law."

The FCC Chairman said Sec. 309(c) "has opened the door to those who are primarily concerned not with the public interest but with their own private competitive interests. It has been used as an instrument of delay—a very effective instrument of delay—by those who wish to protect their private interests by delaying the establishment of new radio and tv services which would be in competition with them. The result has been that in many communities the public has been deprived for a considerable length of time of important new sources of radio and television service."

He also felt some of the protest hearings "have accomplished no useful purpose and the public interest would be better served by having our staff devote its time to the multitude of other important proceedings pending before the Commission."

Even though the courts have extended the definition of "party in interest" to include those not identified with radio or tv, the Commission's proposed revision of the law does not attempt to limit "party in interest," Chairman McConnaughey said, because the crucial disabling factor is the provisions of the section "which afford too great power to a party in interest to hold up *bona fide* grants."

Under FCC's proposal, Chairman McConnaughey said, a "party in interest would still be able to protest. But, even if the protestant were found to be a party in interest and specified with particularity the matters relied upon, the Commission would not have to grant the protest if it found that the facts alleged, even if proven, would not be grounds for setting aside the grant." As the law now reads, he noted, a full hearing still is required in such a case.

Concerning hearing issues, Chairman McConnaughey asked for leeway for FCC to modify them and not be forced to use the protestant's precise issues since he may go beyond the bound of the protest and engage in a "fishing" expedition.

Respecting the present automatic stay of new grants once a protest is acknowledged, the FCC chairman said the Commission should have discretion to permit the authorization to remain in effect where the public interest requires.

Comr. Doerfer, who has been warning broadcasters that their clamor for economic protection may lead to utility-type regulation [B•T, June 20, 13], charged that Sec. 309(c) presents "a fundamental conflict" with the basic philosophy of the Act. Contrary to the law's original intent, he said, both broadcasters and nonbroadcasters are afforded economic protection and "party in interest" with right to protest now ranges through all media, including publishers of newspapers, magazines, trade journals, shopping lists, movie exhibitors and others.

One of the fundamental purposes of the Act, he explained, in addition to keeping broadcasters "out of each other's 'hair in the air' so to speak, was to permit broadcasting to develop within the framework of the American concept of competition." He cited the 1940 Supreme Court ruling in the *Sanders* case which held that the Act provides that broadcasting is not a common carrier but rather is a field of free competition, the purpose of the Act to protect the public and not to protect a licensee against competition.

Claims Contradictions

Comr. Doerfer noted the practical effect of the contradictions is that the protestant has acquired a remedy even though he has no right.

"In urging Congress to repeal Sec. 309 (c)," Comr. Doerfer said, "I am in effect asking for specific and clear directions as to whether or not the competitive theory is to prevail or whether any person can secure economic protection under the guise of asserting that a grant made is contrary to the public interest. . . . Very few, if any, private individuals in proceedings before the FCC seek to protect the public interest without ulterior and selfish motives."

Calling for discretionary hearings, Comr. Doerfer said, "It is unthinkable that the Commission would deny an evidentiary hearing to any party making a serious allegation of a grave mistake detrimental to the public interest or a serious allegation of electrical interference. It must be remembered that although grants are made without a hearing, none is made without a preliminary investigation."

Comr. Doerfer alleged that the "compulsory aspects of Sec. 309 (c) opens a door for harassment by the powerful and the wealthy or even extortion by the unscrupulous. I do not contend that any of the 70 protests presently pending before the Commission are in furtherance of a scheme to extort. The real purposes, however, of harassment and extortion are hard to disclose. Neither the blackmailer nor the blackmailed would reveal the true facts regarding the harassment or extortion."

During a recent two-week period, Comr. Doerfer said, he took account of the time the seven commissioners spent in conference on protest matters. Of a total 23.3 hours in meeting, they spent 6.6 hours or 28% of their time on protests. "The man-hours spent by the staff through April totaled 2,404 hours and cost approximately $49,000. This does not include the time spent by the personal staff of individual commissioners, nor the commissioners' time, nor the typing and general work connected with processing protest cases." He estimated the total figure would be over 15,000

Mrs. Natvig Gets Jail

TURNABOUT witness Mrs. Marie Natvig last Monday was sentenced to eight months to two years in prison for perjury in connection with her appearance in the FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. D. C. District Court Judge Alexander Holtzoff described the penalty as "moderate." He acknowledged she faced "grueling and intensive" cross examination in the FCC hearing, which would not have been allowed in court, but said she displayed "little regard for the truth." He indicated such a witness undermines justice. The FCC case pends filing of proposed findings after which the examiner will issue an initial decision.

man hours and a cost of about $75,000.

Of the 70 protests, he said, 18 were in am and involving engineering complaints, most of which were ironed out in conference without hearings. Of 31 protests filed against tv grants, all but one were based on allegations of economic injury. Hearing examiners have spent 209 working days since Sept. 1, 1952, on protest cases, Comr. Doerfer said.

Sixteen of the protest cases have been appealed to the courts, he noted, with most of these disposed of by oral argument before the Commission without evidentiary hearing. In view of the Clarksburg ruling, he said, many of these also will be remanded to FCC and consume additional time.

Testifying at the Wednesday session, at which Rep. John Bell Williams (D-Miss.) acted as chairman, were Ervin F. Lyke, president-general manager of WVET-AM-TV Rochester, N. Y.; Henry G. Fischer, of the Washington law firm of Fischer, Willis & Panzer, representing the Federal Communications Bar Assn.'s executive committee, and Benedict P. Cottone of Cottone & Scheiner, Washington law firm representing the Ultra High Freqency Industry Coordinating Committee.

Mr. Lyke, who favors the proposed amendmend, said WVET-TV and WHEC-TV Rochester (which shares time with WVET-TV on ch. 10) are faced with the prospect of having to go silent if the U. S. Court of Appeals for D. C. construes a protest filed against the ch. 10 stations to entitle Gordon Brown's WSAY Rochester, the protestant, to an evidentiary hearing. The FCC denied WSAY's protest and WSAY took the case to the appeals court last February.

The WVET-TV president said the appeals court's recent interpretation of Sec. 309 (c) raises "serious doubt" as to whether the FCC may disallow or refuse to hold an evidentiary hearing on "any protest" that might be filed against a non-hearing action by the FCC, "no matter how filmsy or insubstantial the reasons might be for the protest having been filed." The proposed amendment would allow the FCC, at its own discretion, to determine whether service should be continued under these circumstances when such service is "in the public interest," Mr. Lyke said.

He cited delays caused to other stations under Sec. 309(c): KPLN Camden, Ark. (radio), and WPRO-TV Providence (tv). He said Mr. Brown's protest was made on grounds of "economic injury" to WSAY. It was indicated in later testimony that Mr. Brown had intended to file for ch. 10 but had not settled on a site at the time the grant was made to WVET-TV and WHEC-TV.

FCBA Would Modify

Mr. Fischer, who said he spoke on behalf of a "simple majority" of FCBA's executive committee of 10 members, said FCBA favors the proposed amendment with three modifications. These are:

1. The bill would allow the FCC, in making a decision setting a hearing on a protest, to cancel issues in the protest, which, even if true, provide no grounds for setting aside the grant. FCBA would insert language offering the protestant opportunity for oral argument on these issues before the hearing is set.

2. The bill would allow the FCC to specify any additional issues it feels are pertinent as well as to adopt any of the issues presented by the protestant. FCBA would permit the FCC to redraft issues presented by the protestant "in accordance with the facts or substantive matters alleged in the protest." FCBA also asked that the bill's provision, placing the burden of introduction and proof on the protestant on issues not adopted by the Commission, be made more clear.

3. The bill would allow the FCC to authorize a grantee, pending hearing and determination of protest cases, to go on the air when such is in the public interest. FCBA would postpone the effective date of any such FCC action in "services other than broadcasting" where the protestant has placed in issue the (1) "question of the adequacy of existing facilities to provide the service proposed by the grantee" or the (2) "question of the adverse effect of the proposed service upon such existing facilities and where either of such questions should be considered by the Commission in determining whether the public interest, convenience and necessity would be served by the proposed grant."

Rep. Isadore Dollinger (D-N. Y.) questioned whether compensation should not be made to a grantee allowed to go on the air and subsequently to have his permit taken away through no fault of his own.

Mr. Cottone said the protest rule has been used by several uhf stations to prevent "further encroachment by large stations." He said the existing uhf stations he represents "have not shared the FCC's view" that Sec. 309(c) is "as demanding and as curtailing as the FCC thinks."

Answering a question from Rep. James I. Dolliver (R-Iowa), Mr. Cottone said that an economic injury protest may be sufficient to secure a hearing, but that a grantee cannot be kept off the air unless it is proved the grant is "not in the public interest."

Describes Events

Mr. Cottone, former general counsel at the FCC, described briefly, as he remembered it, the facts leading to the ch. 10 grant in Rochester. He said as he remembered, Mr. Brown had been intending to file for ch. 10 at Rochester while WVET-TV and WHEC-TV were competing with each other for the facility. When the two made their share-time agreement, the FCC made a hurried "overnight" non-hearing grant, he said, throwing a wrench in Mr. Brown's plans. He said the FCC vote for the grant was 3-2, with one commissioner abstaining from a vote because "she" had not had time to study all the facts of the case. This meant there actually were three commissioners against the grant, Mr. Cottone added.

Rep. Williams asked how a protestant could be damaged when a station is allowed to go on the air, since the grantee, not the protestant, is taking the financial risks of building the station and operating it. Mr. Cottone replied that once a grantee has built his station and started operating it, even if the protestant is denied a hearing and the court on appeal remands the case to the FCC for decision again, there is a "psychological obstacle" to the protestant in that the FCC may tend to favor the original grantee because the latter will have spent money putting his station into operation and will have gained other advantages in actual operation.

He said "frivolous protests" should not be allowed to keep a station from serving a community. He proposed that the bill—which would permit the FCC to let a station go on the air when, in the FCC's discretion, "the public interest requires" such service—be changed to apply in this respect only when "the public interest *imperatively* requires" the service.

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Association of American Railroads
WASHINGTON, D. C.

PAY-TV PARTIES SEEK REPLY DEADLINE CONTINUANCE TO ALLOW TIME FOR STUDY

Joint Committee on Toll Tv petition to FCC favored by both pro and con groups. Sought is switch in date from July 11 to Sept. 9.

VIRTUAL certainty that the FCC will postpone the deadline for reply comments on pay television from July 11 to Sept. 9 became obvious at week's end when all parties assented to the petition of the Joint Committee on Toll Tv asking for a continuance past the summer months.

The Joint Committee urged the continuance on the ground that the three weeks between the June 9 deadline for comments and the July 11 date for replies were too short to properly digest the mass of documents that flooded the FCC at deadline. It also pointed out that the FCC was planning to hold up on major decisions during the month of August in order to permit vacations.

Both proponents and opponents of pay-as-you-see tv agreed with the Joint Committee's request.

Meanwhile, subscription tv evoked activity on Capitol Hill.

• A bill to prohibit pay tv on broadcast frequencies (HR 6899) was introduced by Rep. Emanuel Celler (D-N. Y.).

• A bill to prohibit the FCC from making a decision on the matter which would be contrary to the "expressed will and desire" of the people of the U. S. (HR 6913) was introduced last week by Rep. Frank L. Chelf (D-Ky.)

• Rep. Ross Bass (D-Tenn.) said he was "unalterably opposed" to any system of pay tv.

• Sen. Herman Welker (R-Idaho) inserted in the *Congressional Record* an Idaho newspaper editorial which vigorously opposed toll tv.

On other pay tv fronts last week.

• Zenith concluded three weeks of demonstration in Washington of its method of subscription tv.

• Jerrold Electronics Corp., Philadelphia, announced it will file details of its unscrambler device [B•T, June 13] when it files its reply comments. It will also report then on its plan for a public demonstration of wired pay tv.

• RCA called attention to the NARTB comments filed at deadline which quoted Brig. Gen. David Sarnoff in opposition to toll radio in 1924.

No Pay for Tv

Rep. Celler's bill [B•T, June 20] would amend Sec. 303 of the Communications Act to prohibit the Commisson from authorizing any tv station "to impose a toll, fee, subscription, or other charge, directly or indirectly, on the general public for the privilege of viewing television programs received over television sets located in the home."

It would also add a new Sec. 508 to the Communcations Act making it unlawful for any tv station to impose a fee for programs transmitted for reception in the home. It also would make it unlawful for any tv station to transmit programs in such manner as to "limit or restrict the viewing thereof on television sets located in the home for which a charge of any kind is made by either a television set manufacturer, or any one else."

Rep. Celler's bill includes a penalty provision of a fine not to exceed $10,000 or imprisonment for not more than five years, or both.

Rep. Chelf's bill would make it unlawful for the FCC to render any decision "that shall in effect tend to ignore, countermand, override, overrule, overthrow, set aside or offset the expressed will and desire of the people of the United States of America, most especially after said Federal Communications Commission has requested, solicited, and as a result thereof, has received advice, counsel, suggestions, and/or ideas expressing the will and desire of the great American public via letter, cards, telegrams and other forms of communications upon the question of 'pay-tv' that is now pending before said Federal Communications Commission for decision or adjudication."

The Kentuckian's bill went on:

"It is the sense of this legislation that the great American public, the people themselves, shall have a voice as to whether or not they want to endorse or reject the question of 'pay-tv' now before the Federal Communications Commission for decision, since such decision would directly affect the people's daily lives, their very freedom and their happiness."

Removal for Violation

Any member of the FCC who violated this Act, the bill said, shall be "forthwith" removed from office by the President.

Rep. Celler claimed that pay tv would black out free tv, siphon off good programs and divide Americans into those who can pay for tv programs and those who cannot. He foresaw advertising with pay tv, notwithstanding the claims of proponents that subscription tv would eliminate commercials.

"Tv is still in its infancy," the New Yorker said, "and already it has brought into the American home great box office attractions including opera, ballet, concerts, the legitimate theatre, omnibus shows, sports events, children's programs, educational programs, current and patriotic events. All it needs is time to grow. Let us not be impatient."

In a letter to the *New York Herald Tribune* earlier in the week, Mr. Celler estimated the potential "take" from pay tv as "staggering." This would affect free tv, Mr. Celler said. He also said he was dismayed at the probable effects of fee tv on taxes, employment, those in low-income brackets, transportation and other industries.

"Will our movie houses, theatres, sports arenas, etc., be thrown into the discard. What happens to the tremendous investment in such real estate?" the New York congressman asked.

"Free broadcasting and free television have been undisputed boons to the industry of this country," Mr. Celler said. "I shouldn't think the sponsors would be happy at the prospect of killing the goose that laid their golden eggs, but they are strangely reticent at this time on this subject."

Public Ought to Decide

Mr. Chelf's remarks emphasized his belief that the public ought to decide whether it wants pay tv or not. Stating that he believed "some form" of pay-as-you-see tv was inevitable, Mr. Chelf asked: "Could it be that those who oppose pay tv are afraid of a verdict at the hands of the people?"

He continued:

"I feel that the American public should not be denied . . . any form of free television such as they now can secure by listening to the advertisements of the various and sundry products. However, I am of the opinion that the American people ought to have the additional opportunity to make a choice as between the free tv and the ads of the sponsors on the one hand and a wholly new kind of television for a relatively small fee that would bring to their living room the latest movie such as the 'Silver Chalice'; Clark Gable in 'Soldier of Fortune'; the world's heavyweight championship boxing bout, or 'live' opera. . . ."

Mr. Chelf referred to some old free tv film playbacks as "cruel and inhumane treatment."

In discussing pay tv, Rep. Bass said that pay tv would "channel the better shows into the homes of families of the higher income brackets."

Sen. Welker's move was to insert in the *Record* an article by James P. Gossett from the *Gooding* (Idaho) *Leader*. The article was entitled "Search for Reality" and made the point that lower income tv viewers cannot afford to pay for watching tv. Mr. Gossett warned that if pay tv was authorized, pay radio was just around the corner.

"Once the toll tv systems have a death grip on telecasting for pay, the staggering sums they will be milking out of American homes will make the richest of the Texas oil barons look like panhandlers," Mr. Gossett said. This, he believes, will eventually give as big an impetus to socialism "as anything that has ever happened."

Teetotalers for Pay

Pay tv advocates won an adherent last week on the ground that subscription tv would permit viewers to enjoy programs "free from beer, wine and other types of advertising, to which many people object to having their children subjected." The comment was made by Clayton M. Wallace, executive director, National Temperance League, in comments on Rep. Celler's bill.

Mr. Wallace objected to the Celler bill on the ground that it would be declared that as a matter of law "if you have tv in your home you cannot permit your children to enjoy it except as you allow advertisers including advertisers of beer, wine, cigarettes and other harmful products to come into the home with the sales talk and their propaganda that 'beer belongs,' that cigarette smoking is 'pure pleasure.' . . .

"There may be difficulties in any attempt to conduct tv on a part free and part pay basis, but surely the FCC and tv industry should be allowed to experiment to determine whether present day television programs may not be improved."

A Zenith spokesman termed the three weeks of demonstrations of pay tv in Washington as "the best thing we've ever done." He indicated that the demonstrations—including off-the-air pickups from scrambled signals by WMAL-TV Washington—had eliminated a "great deal" of confusion in the minds of many people. "They

No Danger

A MIDWESTERN broadcaster reports that after a trip to New York he no longer has any fears about subscription or toll tv. His report: "My favorite waiter at the Gotham Hotel bar, Peter, says 'I think it would be a good thing. I and my friends would be glad to go to a theatre and put 50 cents or a buck in the slot to see a live tv show on those big screens.' "

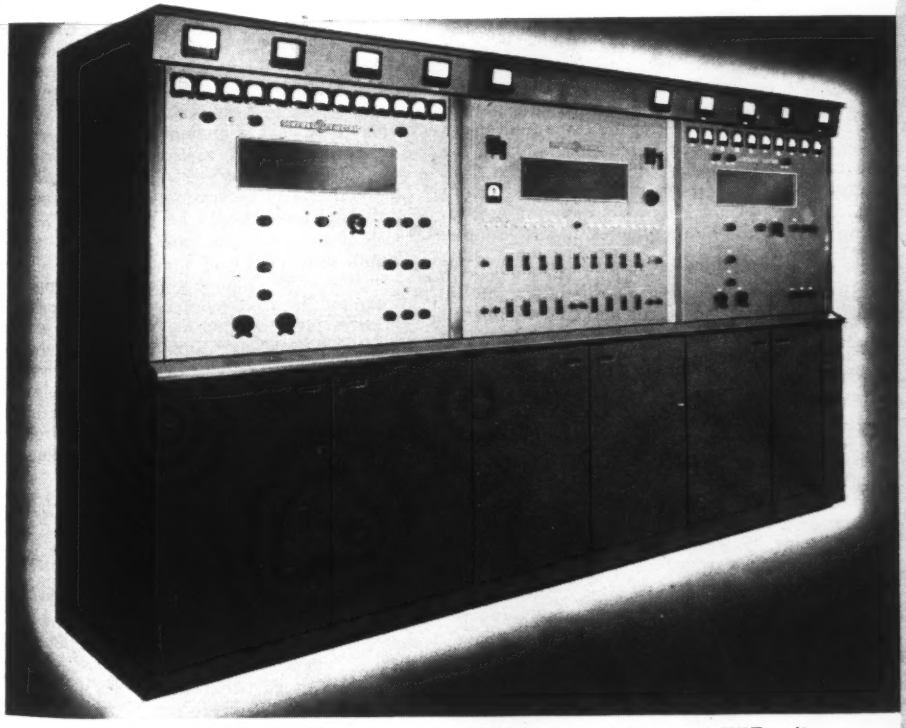
G.E. OFFERS EVERYTHING YOU NEED FOR FINER COLOR TELECASTING!

If your station is considering color TV, this is the *right* time to check with General Electric

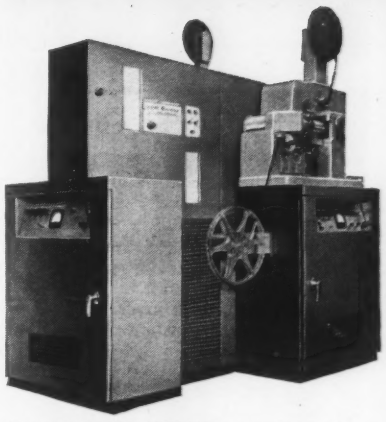
YOU can put G.E.'s years of television experience to work for your station. The finest technical assistance...the latest equipment developments in color—*both* are General Electric's regular stock in trade.

The new color equipment shown here is but a small part of the G-E Color Equipment Line...a sample of G-E progress in new station facilities for color telecasting.

For the answers to your station's color problems—whether for new equipment or a modification of your present monochrome operation—call in your local G-E representative. Or, write to: *General Electric Company, Section X265-27, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*

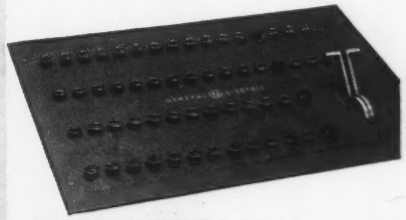


G-E 10 KW VHF TRANSMITTER for color or monochrome. A high-channel VHF unit with a conservative driver especially for high-power RF Amplifier. Block-build it for maximum ERP. Used with accessory terminal equipment for color, it meets all NTSC color transmitting standards.

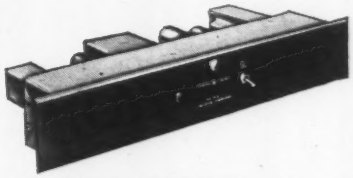


G-E COLOR FILM CENTER for rock-steady pictures from film or slides, color or monochrome. Dual 2" x 2" slide system, 2 continuous motion 16 mm film scanners feed into scanner channel pick up. Block-build...install the slide scanner now, add the projectors later.

G-E CHROMACODER for economical live color. One piece of equipment remote from camera locations handles output from all live color cameras.



G-E COLOR SWITCHERS for large or small switching systems for large or small stations. Provide accurate and superior picture quality for color and B & W.



G-E UNI-LEVEL AMPLIFIER for automatic supervision of audio gain. Plug-in or rack mounted with built-in AC power supply. Improves broadcasting quality by controlling levels between program sources. Boosts coverage—gives higher average transmitter output.

Progress Is Our Most Important Product

GENERAL ELECTRIC

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severely limited situations." The Commission said that the appellate court's decision "strikes at the heart of this authority to effectuate the efficient administration of the Act through the use of general rules."

The U. S. Court of Appeals in Washington ruled that the Commission could not adopt numerical standards in limiting ownership of tv stations because that conflicted with the requirement that the FCC could not deny an application without a hearing. The case was brought by Storer after the FCC refused to accept its application for ch. 10 in Miami on the ground that Storer already had the limit of five tv stations. This was since raised to seven, of which not more than five may be in the vhf band.

Meanwhile, Storer bought what is now ch. 23 WGBS-TV Miami. Following the circuit court's ruling, it refiled its application for Miami's ch. 10, but the Commission returned it on the ground that it was filed too late. An initial decision already had been issued for Miami ch. 10.

Bar Assn. Protests Commission Procedure

OBJECTION to the FCC's move permitting its Office of Opinions & Reviews to comment on pending cases was voiced last week by the Committee on Communications, Administrative Law Section, American Bar Assn.

In its 1955 report, the legal committee found that this move may exceed the Communications Act, which limits the functions of the Opinions & Reviews office to summaries of evidence at hearings, in preparing a compilation of facts regarding exceptions and replies, and in preparing decisions of the Commission under its direction. This provision, added to the Communications Act by the 1952 McFarland amendments, specifies that these functions shall be performed without recommendations by the review staff.

The Commission, the ABA committee found, instructed the review staff to also include review, analysis and comment on factual, legal and technical matters involved in exceptions and replies to the initial decision (before oral argument). The staff also was authorized to provide review, analysis and comment on interlocutory pleadings in adjudicatory matters.

Not only is this contrary to the law, the committee said, but "parties' rights to oral argument upon exceptions and replies to initial decision can effectively be frustrated by *ex parte* memoranda from the Office of Opinions & Review available only to the Commission. . . ."

"It was precisely to avoid counsels' argument without knowledge of the staff's position and *in vacuo* therewith that the duties of this office was so limited by Sec. 5(c)," the committee declared.

If such documents were made available to counsel for purposes of argument this would "go far" in avoiding this difficulty, the committee recommended.

The committee also questioned the effectiveness of the Commission's present pre-hearing conference system. It said:

"Unresolved then is whether these procedures have achieved *overall* the hoped-for 'economies of time and effort in the disposition of hearing cases' and the question of net gain or loss in so shifting the burdens of the hearing process from the Commission's examiners to the parties, and particularly to their counsel."

The committee held that the new procedures —whereby counsel meet with the examiner and thrash out matters of testimony, cross-examination, exhibits, etc.—contain "certain other disadvantages." It mentioned "canning" of written testimony, and loss of the creditability factor.

The committee also urged the greater use of the Commission's authority to issue cease and desist orders.

The Committee on Communications is headed by Washington attorney Arthur W. Scharfield.

Shreveport Tv Losers Appeal Opponents' Grants

THE FCC's decisions in the Shreveport chs. 3 and 12 cases were put into question last week when unsuccessful applicants filed appeals with the U. S. Court of Appeals in Washington.

KWKH Shreveport filed its notice of appeal in attempting to overturn the Commission's grant of ch. 3 there earlier this year to KTBS Shreveport [B•T, Feb. 21].

KRMD Shreveport filed its appeal against the FCC's grant of ch. 12 there to Shreveport Television Co. [B•T, May 23].

Both stations claimed the FCC erred in finding that they were not superior.

The Commission found KTBS superior to KWKH in local ownership, integration of ownership and management and more extensive participation of KTBS owners in community affairs. It found KWKH deficient under the diversification policy. KWKH is owned by the *Shreveport Times*, which also owns the *Monroe* (La.) *World* and *News-Star*. The same principals also own KTHS Little Rock, Ark., and a minority of ch. 11 KTVH (TV) Little Rock. On this basis the FCC granted Shreveport ch. 3 to KTBS.

In the Shreveport ch. 12 case, the FCC found Shreveport Television Co. superior to competitors KRMD and Southland Television Co. on the basis of assurance that program proposals would be carried out and the diversification issue. KRMD owner T. B. Lanford has interests in KPLC-AM-TV Lake Charles, La.; KALB-AM-TV Alexandria; WSLI Jackson, Miss., and KRRV Sherman, Tex. Southland principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans. Shreveport Television is owned by local theatreman Don George and associates.

While KRMD was seeking judicial relief, Southland asked the FCC for a rehearing and reconsideration of the Shreveport ch. 12 case.

Carlsbad, N. M., Gets Vhf; KONA (TV) Allowed Shift

CARLSBAD (N. M.) Broadcasting Corp. was granted a construction permit for a new vhf station and KONA (TV) Honolulu was allowed to modify its permit to specify ch. 2 instead of ch. 11, in FCC actions last week.

The Carlsbad station will operate on ch. 6 with an effective radiated power of 1.41 kw visual and .852 kw aural; antenna height above average terrain is 380 ft. The condition was made that no construction commence until antenna site and structure are approved with respect to air navigation safety.

KONA (TV) was authorized 55 kw visual and 33.1 kw aural; antenna minus 160 ft.

Spartanburg Hearing July 11

HEARING on the Spartanburg, S. C., case—involving the move of the ch. 7 transmitter of WSPA-TV Spartanburg from Hogback Mt. to Paris Mt., near Greensville, S. C.—will be reopened July 11, it was announced last week. The date was set following a petition by uhf protestants WGVL (TV) Greenville and WAIM-TV Anderson that they had not had enough time to finish their cross examination of Walter J. Brown, WSPA-TV president.

FCC Alleges Easley Used Alias in Filing

FCC last week in an alleged alias case ordered Wade R. King and D. W. Schieber doing business as Grande Broadcasting Co., Albuquerque, N. M., to show cause why an order should not be issued revoking a construction permit for a new am station granted March 2, 1955 [B•T, March 14], by the Commission since, the FCC said:

"It appearing, that the Commission subsequently obtained information tending to indicate that Wade R. King is, in fact, Robert Lex Easley, whose application for renewal of radiotelephone first class operator license was dismissed with prejudice by the Commission on May 13, 1954, [B•T, May 17, 1954] and it further appearing that pursant to Sec. 308b of the Communications Act, the grantee was requested by letter dated May 11, 1955, to submit a statement under oath by both parties as to whether Wade R. King or John L. Porter have ever been known as Robert Lex Easley; if not, the relationship, business or otherwise, of said parties; information regarding the consulting firm of 'King & Porter'; and the present location of Wade R. King and John L. Porter."

Letters Unanswered

The Commission said it sent registered letters to four addresses listed in the application and to forwarding addresses requesting replies by May 23. Two were returned unclaimed; another dated May 13 was signed for by D. W. Schieber and another was signed for by an Alton P. Hayes. No replies were received by the Commission.

In its application for the facility on 1430 kc, 500 w daytime, Grande Broadcasting Co. listed in equal partnership D. W. Schieber, employe for manufacturer of house trailers, and W. R. King, farm director-announcer KYMA Yuma, Ariz. The 1955 B•T radio yearbook lists a Ray King as chief engineer and farm director. He is not named in the 1954 issue.

Mr. Easley was cited by a federal grand jury in the District of Columbia in January 1952 on four counts of mail fraud. The indictment charged that he had falsely represented himself as a legally registered radio consulting engineer who allegedly received money from station applicants to help them in their applications before the FCC. An FCC order in March 1954 [B•T, March 22, 1954] said in part ". . . The applicant did not intend to file and did not in fact file such applications."

The FCC notice further alleged, "There is evidence that Robert Lex Easley, while employed by the State Highway Dept. of South Carolina as a radio engineer prior to Oct. 18, 1947, without authority from the State of South Carolina, converted state material to his own use and the use of other persons in the construction of a privately-owned radio station, and wilfully damaged or altered or permitted radio equipment to be damaged or altered."

The federal indictment was subsequently dropped at the request of the government because its chief witness could not come to Washington to testify due to physical disability [B•T, July 14, 1952].

Mr. Easley has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLIL Lenoir City, Tenn.; WRNO Orangeburg, S. C., and WNOK Columbia, S. C. [B•T, Nov. 27, 6, 1951; July 17, 1952; May 1, 1950].

In his consulting engineering activities Mr. Easley traded under his own name and as Consulting Radio Engineers and/or Mason & Dixon Engineers, in Washington.

NEW RCA TURNTABLE...

BQ-2A

Now ready for immediate delivery. The BQ-2A mechanism is also available separately as MI-11830. Call your Broadcast Sales Representative for further details.

Designed from the ground up for 3-speed operation

RCA's answer to the need for a new turntable designed specifically for 3-speed operation at moderate cost, with highest performance characteristics. Features include:

- **Smoother, simpler speed changing, with snap-up spindle hub to provide improved 45 RPM operation.**
- **Smooth, half-turn starting at all speeds for easy cueing. Simple, sure-fire, self-compensating rim drive mechanism.**
- **Modern, practical 2-tone grey cabinet of ample functionalized proportions. Accommodates booster amplifiers inside, tone arms and other accessories on top of cabinet.**

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

KRNT-TV, WNDU-TV ON TEST PATTERNS

Des Moines and South Bend permittees plan July starts. Target dates also announced for KTRE-TV (Aug. 31) and KLEW-TV (Nov. 1).

CONSTRUCTION progress of four new tv stations—three planning to start operations this summer and the other in the fall—were reported last week.

KRNT-TV Des Moines put a test pattern on the air last Monday in preparation for a July 31 debut. The ch. 8 station, the second tv outlet there, will be affiliated with CBS and will telecast test patterns two hours each evening until the starting date. Response from viewers on pattern reception has been pouring in from a wide area, Robert Dillon general manager of KRNT and vice president Cowles Broadcasting Co., has reported.

KRNT-TV plans to operate at full 316 kw when it begins programming. Initial tests were transmitted with 40 kw. Installation of the new General Electric transmitting equipment is proceeding under the supervision of Charles Quentin, chief engineer. The east wing of the KRNT theatre building is being reconstructed for the tv operation.

July 15 Start Slated

Initial test pattern, looking toward start of commercial operation about July 15, was aired without advance notice by WNDU-TV South Bend last Monday evening. The test pattern, described as part of "equipment tests," brought in over 80 calls from surprised viewers to ch. 46 in the South Bend-Elkhart area, the station reported. The picture was described as "clear and sharp." An RCA 12½ kw transmitter is being used.

An Aug. 31 commencement date has been set by KTRE-TV Lufkin, Tex., Richman Lewin, vice president and general manager, has announced. The ch. 9 station is a satellite of KPRC-TV Houston and will rebroadcast the programming of that station, an NBC affiliate. KTRE-TV will operate with 25.1 kw from a 540-ft. tower, to be erected beginning July 2. The station will be represented nationally by Venard, Rintoul & McConnell Inc. and regionally, in the Southwest, by Clyde Melville Co.

KLEW-TV Lewiston, Idaho, started construction last Monday and is aiming for a Nov. 1 commencement. A General Electric 5 kw transmitter and three bay antenna will be used. Representation and networks have not yet been announced. KLEW-TV is owned by Cascade Broadcasting Co. (KIMA-TV Yakima, Wash.), which operates satellite KEPR-TV Pasco, Wash. Thomas C. Bostic is Cascade vice president and general manager. KLEW-TV operates on ch. 3.

WBIG Greensboro Starts New Studio-Office Building

GROUND was broken last Thursday for the new studio and office building of WBIG Greensboro, N. C., it has been announced by Allen Wannamaker, vice president and general manager of licensee North Carolina Broadcasting Co.

The new structure will be located on Battleground Road, present site of WBIG's transmitter building, and will combine the latter into a single-unit housing the station's entire operations.

Exterior of the building will be Norman brick and the interior will feature exposed brick and plaster. Acoustical tile will be employed for soundproofing and air conditioning will be used throughout.

Formal opening of the facilities is set for early 1956 when the public will be invited to join the station in celebrating its 30th anniversary.

PRESENT as WBIG Greensboro, N. C., broke turf for its new studio and office building last Thursday were (l to r): Michaux Crocker, president and treasurer; Charles Rives, secretary; Julius C. Smith Sr., director and general counsel of licensee North Carolina Broadcasting Co.; Leon McMinn, McMinn, Norfleet & Wicker architects; Allen Wannamaker, WBIG vice president and general manager; J. A. Timberlake, George W. Kane Co. contractors, and Howard Holderness, president, Jefferson Standard Life Insurance.

WBKB (TV) Sales 'Ideals'

NATIONAL Sales Executives of New York have been invited by WBKB (TV) Chicago to take part in a program designed to "further the ideals of American salesmanship." Offer was contained in a wire from Sterling C. Quinlan, vice president of WBKB, with the notation that Polk Bros., of Chicago, would be willing to purchase a full hour each week for such a program. Mr. Quinlan believes that a "successful format" could be "the prototype of many such programs that can be presented on other television stations throughout the country."

David Taft Adds Duties Of WKRC-TV General Mgr.

DAVID G. TAFT, executive vice president of Radio Cincinnati Inc., last week assumed additional duties of general manager of WKRC-TV Cincinnati, succeeding U. A. (Jake) Latham, who has retired. Mr. Taft also is vice president of WTVN - AM - TV Columbus and director of WBIR - TV Knoxville.

MR. TAFT

Mr. Taft joined Radio Cincinnati in 1940 as a member of the promotion department, and left in 1941 for U. S. Army service. After his release as a captain in 1946, he re-joined the organization and was appointed general manager of WKRC-FM Cincinnati in 1947. He was elevated in 1951 to managing director of WKRC and in 1952 was appointed executive vice president of Radio Cincinnati.

'Post' Stations Employes Cut In on Stock Sharing

AN EMPLOYE stock sharing plan was announced last week by Eugene Meyer, chairman of the Washington Post Co., and his wife, Agnes E., affecting about 65 employes of WTOP-AM-FM Washington and 25 WMBR-AM-TV Jacksonville, Fla., both owned by the newspaper firm.

Total value of the gift stock, turned over to 711 Post employes, amounted to about a half-million dollars. Each share carries a book value of approximately $60, with the Washington Post Co. having the option to purchase the shares at any time within 20 years at a price to be determined annually, according to book worth and profits of the company.

The new stockholders are those with five years or more continuous service with the company. Amounts of stock received ranged from 4 to 20 shares, depending on length of service and responsibilities.

Mr. Meyer made the announcement June 19 at a luncheon session at the Statler Hotel in Washington. About 700 employes attended. A closed circuit carried the address to Jacksonville to the home of Glenn Marshall Jr., president of WMBR-AM-TV, where those stations' employes were gathered.

The Washington Post Co. acquired 55% of WTOP in 1949 and bought the remaining 45% from CBS in 1954. The firm purchased WMBR in 1953.

Suit Filed to Compel Sale of WKBZ Muskegon

SUIT was filed Wednesday in a Michigan District Court at Grand Rapids against Arch Shawd, president and general manager of WKBZ Muskegon, Mich., asking that he be compelled to comply with an alleged agreement to sell his majority interest in Ashbacker Radio Corp. (WKBZ).

In Muskegon, Mr. Shawd told B•T he had not seen the particulars of the suit and had not been served with any notice as yet. He said there had been a "memorandum" understanding with Don Mann, Chicago station salesman, on whose behalf the suit was filed but Mr. Shawd denied there had been any agreement. He declined further comment until seeing the text of the suit.

The action was filed in U. S. District Court for the Western District of Michigan (Southern Div.) by Mr. Mann's attorneys, listing 5,000 shares of stock in the station for reported sale price of $187,000 less certain obligations. The suit, filed by the law firm of Balgooyen, Parmenter & Forsythe, of Muskegon, was described as one "in equity for specific performance."

CBS' WXIX (TV) Projects $2 Million Take for 1955

SALES of CBS-TV owned WXIX (TV) Milwaukee, the network's first venture into uhf television, are expected to reach $2 million in the first year of operation.

This estimate is based on first quarter billings of $502,000, announced last week by Ed Bunker, general manager, and include expected revenue from network operations, national spot sales and local programming.

Mr. Bunker, attesting to the station's advertiser acceptance, said that coupled with the sales figures are ratings for the three-month period that show WXIX has gained "16.1% in average ratings."

He cited two factors of WXIX' improved position: additional uhf conversion in Milwaukee and increased popularity of programs, both network and local.

The higher average ratings and stepped-up conversion have resulted in a drop in cost per thousand—only 52 cents in May, Mr. Bunker declared.

Kerr Rejoins WCOP Sales

GORDON R. (DON) KERR rejoins WCOP Boston as general sales executive, according to Roy V. Whisnand, WCOP general manager. Mr. Kerr formerly was sales manager of General Teleradio's WGTH-AM-TV Hartford and also sales manager of WMAS Springfield, Mass. Before that, he was an account executive with WCOP after serving in that capacity at WFAA-TV Dallas. At one time, Mr. Kerr was announcer and master of ceremonies on radio and tv programs in the New York metropolitan area.

MR. KERR

Six-Hour Children's Show Planned by WABD (TV)

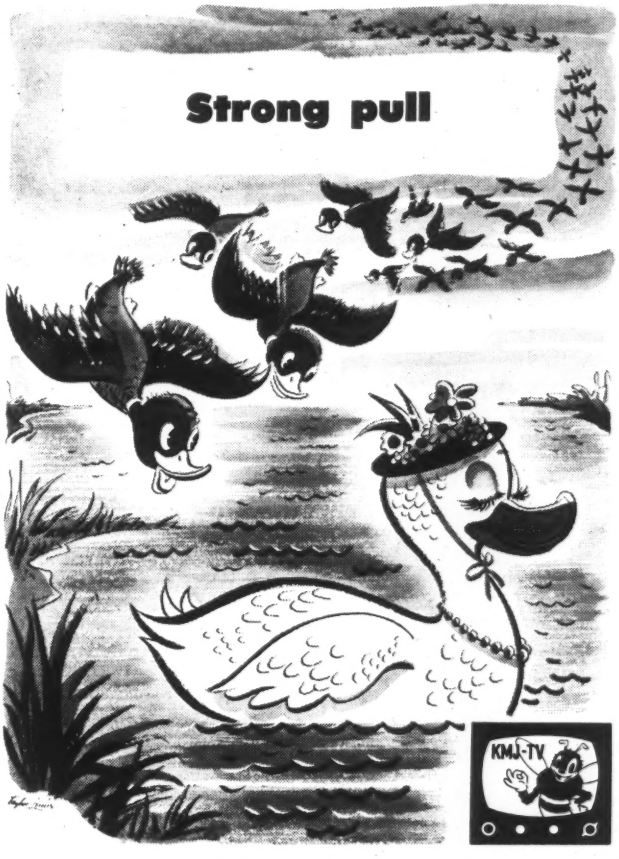
SIX-HOUR tv show for children, entitled *Wonderama,* has been scheduled for a September debut Sunday afternoons on WABD (TV) New York. The new program will include live presentations, remotes and film features, according to Ted Cott, general manager of DuMont's o & o stations.

Mr. Cott said the *Wonderama* format includes a cavalcade of clowns, puppets, stories, animals and "materials that satisfy children's curiosities and enrich their creative abilities."

The program, according to Mr. Cott, is not designed for continuous viewing. Hours will be scheduled to accommodate various age groups. Prizes will be offered on each show for creative work of the young viewers, with the awards not for themselves but for their parents. Contests for father's prizes will run during one period and mother's awards during another.

Fitzgerald to WRCA

PEGEEN FITZGERALD has been appointed WRCA-AM-TV New York manager of retail merchandising, effective Aug. 1, reporting to Max E. Buck, director of advertising, promotion and merchandising. She will handle point-of-sale merchandising at the retail level. Her services also will be used as a performer in radio and tv, according to Hamilton Shea, NBC vice president and general manager of the stations. Meanwhile, spokesman for WABC New York said the Fitzgeralds (Pegeen and her husband, Ed) also are continuing to broadcast on that station.



. . . keeps viewers tuned to

KMJ•TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

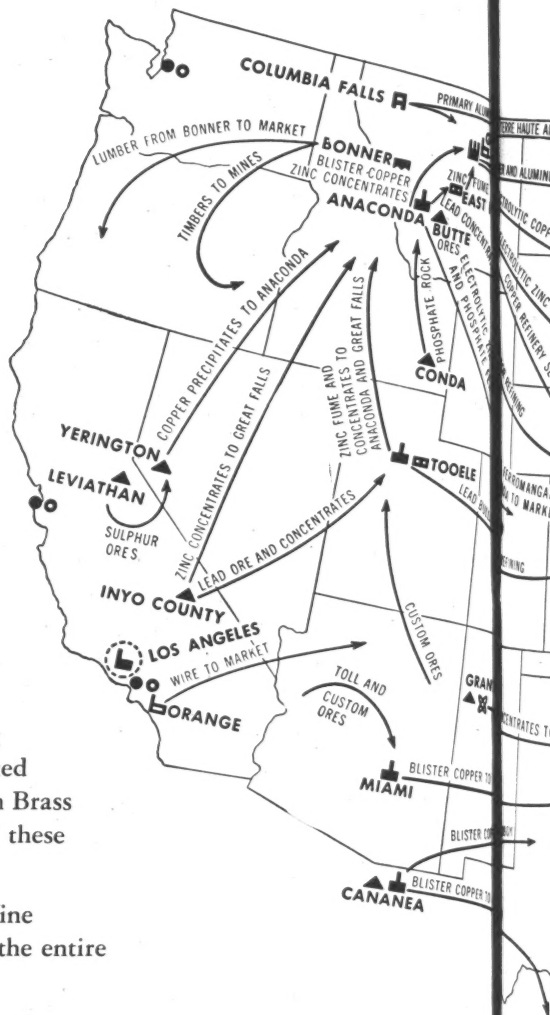
RATINGS KMJ-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

Anaconda

Why ANACONDA is dropping "COPPER MINING" from its famous name!



For more than 60 years, the name "Anaconda" has been symbolic of copper. It still is. And it *will* continue to be—for a long, long time to come.

But the skills that made "Anaconda" a great name in copper have carried into many other fields. For years it has been an important producer of zinc, lead, silver, gold, and manganese. Recently uranium was added, and Anaconda operations in this vital field are now substantial and growing. This year primary aluminum will be produced.

Anaconda operations have not been limited to "mining" either. Smelting was a 19th century activity, and soon refining was to be undertaken. For many years a wide range of fabricated mill products have come from two subsidiaries, The American Brass Company and Anaconda Wire & Cable Company. Both of these subsidiaries will be fabricating more and more aluminum.

Before long, in fact, Anaconda will have the most complete line of products—copper, brass, aluminum, and many others—in the entire non-ferrous metal industry.

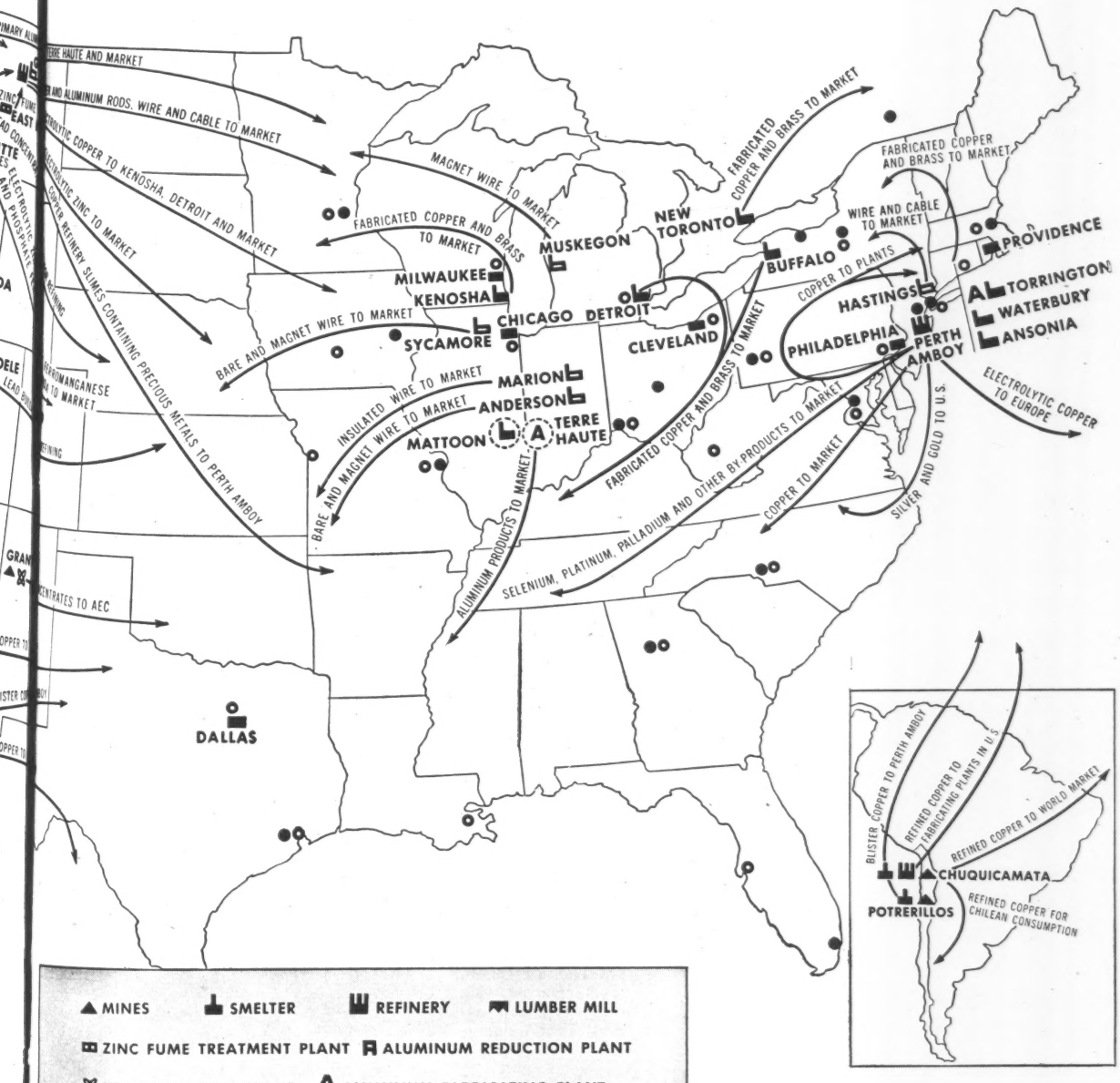
The old name just didn't cover this wide range of operations. Yet "Anaconda Copper Mining" had a solid ring to it, and the name was proudly carried. But so shall be the new name, THE ANACONDA COMPANY, whose more than 38,000 employees intend to carry on the same tradition of service that "Anaconda" has always stood for.

55238A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

hanges its name



Reserve
Your TV Space today
in the
1955–56
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 15
Publication Date:
Mid-August

Free & Peters Names Scovern Business Mgr.

APPOINTMENT of Jones Scovern as business manager of Free & Peters Inc. was announced last week by H. Preston Peters, president of the station representative firm. Mr. Scovern succeeds J. Webster Goodhue, who has resigned to return to management consultant work.

MR. SCOVERN

Mr. Scovern joined Free & Peters in 1943 and has served since that time as vice president and eastern sales manager. Previously he had been with the *St. Louis Post-Dispatch* and KSD St. Louis. His successor as eastern sales manager has not been announced.

NBC Owned Stations Report Spot and Local Gains for May

NBC owned-and-operated stations division scored increases in national spot and local billings for both radio and tv during May over May 1954, according to station reports submitted last week to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales.

WRC-TV Washington showed an increase in national spot sales of more than 50% over the Mav 1954 period and WRC Washington a jump in national spot sales of more than 41% over last year. WTAM Cleveland, Mr. Denny said, had the largest single increase in local radio sales—60%.

National spot sales for the division were up more than 12% over May 1954. Local tv sales rose more than 13% for the same period, according to Mr. Denny, and local radio sales for all stations in the division gained 7%.

Storer Appoints R. C. Wood As National Sales Manager

ROBERT C. WOOD, midwest national sales manager of Storer Broadcasting Co. for the past four years, has been appointed national sales manager with headquarters in New York.

MR. WOOD

The announcement was made by G. W. (Tom) Harker, vice president and national sales director, who stated the Chicago sales office will continue under Mr. Wood's direction.

Mr. Wood, well known in the agency-advertiser field, is a 20-year broadcasting veteran. He formerly was commercial program sales director of WOR New York and before World War II was manager of WOR's Chicago sales office.

During the war he was with the 80th Div. infantry and was awarded the Purple Heart and Bronze Star for service in the Alsace-Lorraine sector.

MEYER BERGSMANN (r) of WBRE Wilkes-Barre, Pa., presents a certificate of honor to Dick (l) and Frank Bonner of the Bonner Chevrolet Co., enrolling the company as a charter member in the NBC-WBRE 'Monitor' program. Mr. Bergsmann also signed as charter members Wyoming Valley Motor Club, First Federal Savings & Loan Assn. and H. J. Elick Moving Co., to enlist seven of the twelve available memberships before 'Monitor' made its debut. In nearby Scranton, David M. Baltimore, president of WBRE's sister station WSCR, awarded the Canada Dry Bottling Co. of Scranton a certificate of honor in recognition of the company's becoming a charter member in the NBC-WSCR 'Monitor' program.

KFXM Names Hasbrook President-General Manager

WILLARD HASBROOK, who joined KFSD San Diego last November to head radio operations, will leave the station early in July to become president and general manager of KFXM San Bernardino, Calif. Mr. Hasbrook is a member of a syndicate of San Bernardino businessmen which recently purchased KFXM from Gene W. Lee and Mrs. J. Clifford Lee, widow of one of California's radio pioneers.

MR. HASBROOK

Mr. Hasbrook was manager of KFXM before joining KFSD and operates Bill Hasbrook & Assoc., a San Bernardino advertising firm. Mr. Hasbrook joined KFXM in 1952 as account executive.

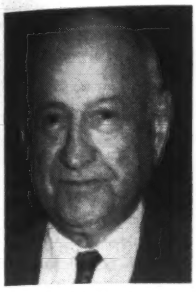
Ex-Sen. Worth Clark Dies

FORMER Sen. D. Worth Clark (D-Idaho) died June 19 in his home in Los Angeles. He was 53. He was an Idaho representative in Congress from 1934 to 1938 and served in the Senate from that state from 1938 to 1944.

Mr. Clark was associated with William B. Dolph and others in the ownership of KJBS San Francisco, KGIL San Fernando, both California, and KULA-AM-TV Honolulu.

Amon G. Carter Dies; Pioneer Broadcaster

AMON G. CARTER, chairman of Carter Publications Inc. (WBAP-AM-FM-TV Fort Worth and the *Fort Worth Star-Telegram*), died last Thursday at the age of 75.



MR. CARTER

One of the greatest civic boosters of all time, Mr. Carter made his city and himself world famous. He was a broadcaster, newspaperman, oil millionaire and philanthropist. He pioneered in both radio and television: WBAP was founded in 1922 and WBAP-TV in 1948.

Born in Crafton, Tex., Mr. Carter quit school at 11 years of age. At the age of 25, after youthful experience in selling and advertising, he became advertising manager of the *Fort Worth Star*. Three years later he helped negotiate the merger of the *Star* and the *Telegram* and became president and publisher of the combined paper in 1923.

Mr. Carter had a heart ailment, but he attended the annual meeting of the American Newspaper Publishers Assn. in New York last April. Since then he had been confined to his Fort Worth home.

WBAI (FM) New York Debuts

WBAI (FM) New York, new outlet with studios located in the Pierre Hotel, is scheduled to begin operation tomorrow (Tuesday), it was announced last week by Theodore L. Deglin, president of Broadcast Assoc. Inc., New York, licensee of the station. Broadcast Assoc. has headquarters at 145 E. 50th St. Mr. Deglin is also president of Ted Deglin & Assoc., public relations firm.

Brett Quits Sales Field

RETIREMENT of George W. Brett, vice president and director of The Katz Agency, New York, from the sales field, effective July 1, was announced last week by Eugene Katz, president of the representation firm. Mr. Brett will continue his work with Katz on industry affairs at least until Dec. 31 and will complete his term as a member of the board of directors of Television Bureau of Advertising, Mr. Katz said.

KCRG-TV Readied for 316 Kw

KCRG-TV Cedar Rapids, Iowa, was planning to increase its power to full 316 kw over this past weekend with completion of work on its new 1,085-ft. tower and test patterns utilizing 50 kw power. Station, on ch. 9, had been operating with 33 kw signal until it started tests early last week. Transmitter was moved from site at Bertram Rd. to Highway 150 north and connected with a new DuMont amplifier and the tower.

KCRA-TV Names Devaney

APPOINTMENT of Frank M. Devaney as manager of KCRA-TV Sacramento was announced last week by Ewing C. Kelly, president and general manager of KCRA Inc. The station is scheduled to begin operation in September on ch. 3 and is basic NBC.

Mr. Devaney is former executive vice president of WMIN-AM-TV St. Paul, Minn.

Boyle, Brussel Promoted In WJR Sales Expansion

TWO sales representatives of WJR Detroit—Francis L. Boyle Jr. and Jack C. Brussel—have been promoted to executive posts to meet expanding station sales activity, Elmer O. Wayne, general sales manager, announced last week.

Mr. Boyle, who joined WJR in February 1953, has been named local sales manager, a newly-created post. He came to the station from General Electric Supply Co., Detroit. He is credited with "exceptional success" in developing new local and regional accounts in the little more than two years he was a member of the sales staff.

Mr. Brussel, with WJR since April 1952, has been appointed advertising and sales promotion manager. While a member of the sales staff Mr. Brussel aided in the development of WJR promotion material. Before joining the station he was with Curtis Publishing Co.

MR. BRUSSEL

MR. BOYLE

REPRESENTATIVE PEOPLE

James R. Bonfils, sales manager, KTVI (TV) St. Louis, resigns to form Midwest Radio & Television Representatives, 706 Chestnut St., St. Louis 1.

Jack Keiner, assistant radio-tv director, Allen & Reynolds, Omaha, to Edward Petry & Co., N. Y., as assistant radio promotion and sales development manager.

Betty J. Coleman, formerly with research dept., ABC, appointed assistant to research director, Blair-Tv, N. Y.

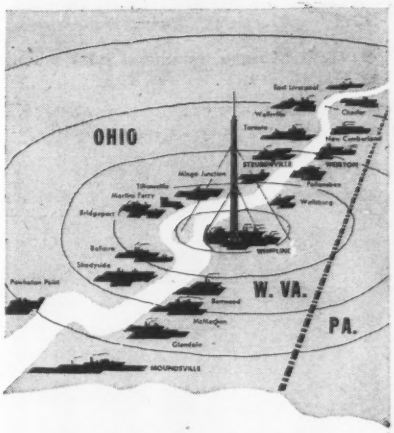
STATION PEOPLE

Glenn A. Weber, former news editor and chief announcer, WCEH Hawkinsville, Ga., appointed station manager, WRPB Warner Robins, Ga.

I. E. (Chick) Showerman, general manager, Hearst Corp.-owned WISN-AM-TV Milwaukee, named Hearst resident vice president [AT DEADLINE, June 20].

MR. SHOWERMAN

Russ Truesdell, program and film director, KCSJ-TV Pueblo, Colo., appointed KCSJ-TV station manager; **Cliff Hendrix,** KCSJ station manager, additionally appointed KCSJ-AM-TV production director.



Have You Been In The Upper Ohio Valley Recently?

You wouldn't know the Wheeling Area anymore. New plants, new homes, new stores and buildings—in fact—the Upper Ohio Valley has become a beehive of activity—truly the Ruhr Valley of America. Once you check the facts you will learn that the best medium to reach this fast growing market at the lowest cost per thousand is WTRF-TV. Within its coverage area there are 397,000 families, consisting of 1,399,800 people, owning 304,778 television sets. The combined annual spendable income is $1,980,105,000 or an average of $5,631 per household, $357 more than the national average.

WTRF-TV, operating on channel 7 with 316,000 watts, transmitting NBC programs, supplemented by ABC and local originations, is by every accepted standard of measurement the dominant station in this area. Telepulse, Hooper and ARB indicate its widespread popularity—way ahead of any *second* station. We would like you to see these figures and suggest you call any Hollingbery office, or Bob Ferguson, VP and General Manager, Wheeling 1177.

Remember—things are happening in the Upper Ohio Valley, and things will happen for you when you use . . .

WTRF-TV

Channel 7 316,000 Watts

WHEELING, W. VA.

Equipped for network color

STATIONS

W. S. (Bill) Morgan appointed sales manager, KLIF Dallas, Tex.

Harold B. Arkoff, regional sales manager, KMA Shenandoah, Iowa, named sales manager.

George H. Morris, formerly account executive, KMBC Kansas City, appointed general sales manager, WGTH - AM - TV Hartford, Conn.

MR. MORRIS

Don Brice, program director, WKBN-TV Youngstown, Ohio, resigns to enter own business; **Paul Turner,** Mr. Brice's assistant for radio, succeeds him; **John Moses,** formerly program director, WHKC Columbus, Ohio, named WKBN program and production director.

Woodrow E. Cox appointed chief engineer, KCEN-TV Temple, Tex.

Stephen F. Booth, formerly feature editor *Pontiac* (Mich.) *Press,* to WWJ-AM-FM-TV Detroit as publicity manager.

Patricia McCann, assistant traffic manager, WGLV (TV) Easton, Pa., promoted to traffic manager, succeeding **Jay Fox,** resigned; **Bunni Bogert** to WGLV succeeding Miss McCann.

Carl P. Bergquist, production manager, WFLA-TV Tampa, Fla., named program manager; **Edward C. Walker,** WFLA announcer and musical director, promoted to WFLA program manager; **L. George Geiger,** WFLA-TV senior director, succeeds Mr. Bergquist.

MR. BERGQUIST

MR. WALKER

James G. Wharton and **C. R. (Chuck) Maillet** are new promotion manager and account executive, respectively, at WLAC-TV Nashville, Tenn. [B•T, June 20]. In last issue captions under photos of Messrs. Wharton and Maillet were transposed.

MR. MAILLET

MR. WHARTON

ACL MASTER MONITOR permits critical supervision of video signals

The new ACL Master Monitor — of proven design — based on exhaustive operational field tests over the past year, provides quality picture and waveform presentation with excellent viewing in high ambient light.

Check these features of the ACL Master Monitor!

- **1.** Stabilized pulse cross presentation providing expanded and reversed polarity display.
- **2.** Interchangeable CRO calibration scales featuring edge-lighting and zero parallax
- **3.** 2% CRO calibration accuracy
- **4.** Maximum amplitude distortion of 2% for full 2½" CRO display
- **5.** Separate picture and CRO inputs
- **6.** 5 MC waveform response or IRE roll-off
- **7.** Designed for counterbalanced mounting in console housing (ACL Type CH-3A optional)
- **8.** Designed to operate with conventional, regulated power supply (ACL type PS-12 optional)
- **9.** Type M-16 Master Monitor, $2150.00 net

This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL *first.*

ACL PRODUCTS, INC.

TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORIES
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

EDUCATION

WMBR-TV Pledges Equipment To Educational Tv Applicant

WMBR-TV Jacksonville, Fla., has pledged to Educational Television Inc. a complete 5-kw transmitter valued at $69,000, according to the station. Educational Television Inc. represents cultural and educational organizations in Jacksonville and is applicant for a construction permit to operate on ch. 7 there.

Previously, WMBR-TV had pledged to the prospective educational station use of a $60,000 mobile tv unit including a two-camera chain for live telecasting, a microwave transmitter and truck.

Other assets pledged to date include the use of a $75,000, 500-ft. tv tower owned by the City of Jacksonville, the renewal by the city commission to lease ETI sufficient land at the base of the tower for the construction of a transmitter building and studios at the Jacksonville Technical School.

Dr. Heywood A. Dowling, president of Educational Tv Inc., praised commercial radio-tv outlets for their interest and support in efforts to bring educational tv to Jacksonville.

Educational Tv Keys College Public Relations Assn. Meet

EDUCATIONAL tv will be the major theme at a 43-panel convention of the American College Public Relations Assn. to be held in Chicago's Drake Hotel June 29-July 2, with speakers slated to address delegates on such subjects as program techniques, audience reaction, program costs and utilization of tv for instruction purposes.

Over 800 administrators from leading universities and colleges are expected to attend the four-day meeting, with Donley Feddersen, head of Northwestern U.'s Radio-Tv Dept., scheduled to talk at the closing luncheon.

Among other speakers will be Norbert J. Hruby, tv supervisor, U. of Chicago; Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Lyle M. Nelson, assistant to the president, Educational Television & Radio Center, Ann Arbor, Mich., which supplies films to non-commercial, educational tv outlets.

U. of Mo. Sets Farm Tv Clinic

A NATIONAL Agricultural Television Clinic will be held Sept. 2-4 at the U. of Missouri, Columbia, with producers of agricultural tv shows and leaders from agriculture and tv to be represented. The clinic is designed to help build creative agricultural tv programming and improve the quality of farm and home tv shows. The clinic is sponsored by the Agricultural Relations Council, American Assn. of Agricultural College Editors, Assn. of Land-Grant Colleges & Universities, National Assn. of Tv & Radio Farm Directors and the U. S. Dept. of Agriculture, in cooperation with the National Project in Agricultural Communications.

EDUCATION SHORTS

Roberta Grodberg and **James Aiken,** Malden and Medford (Mass.) high school students, respectively, presented annual $250 scholarships from WHIL Medford.

John J. Moffitt, WEWS (TV) Cleveland, winner of 1955-56 WAAM (TV) Baltimore tv fellowship to Johns Hopkins U., Baltimore.

U. of Miami, Coral Gables, Fla., is conducting summer tv institute July 11-31 with personnel from university, WTVJ (TV) Miami and WTVJ subsidiary, Reela Films, instructing.

MUTUAL FIXES SINGLE RATE FOR DAY, EVENING, PLUS SINGLE DISCOUNT TABLE

New rate card (No. 18), effective July 1, sets gross rate for all time periods at 50% of the present evening gross rate. The new discount structure is somewhat lower than the one now in use.

A SINGLE daytime and evening rate and a single discount table, providing for reductions averaging up to approximately 25% in net costs of Mutual network evening time, were approved by the MBS board of directors last Tuesday [CLOSED CIRCUIT, June 20], effective July 1.

Under the new plan, network authorities said, actual costs to the daytime advertiser on Mutual will remain virtually unchanged, although the new structure results in a slight increase in the cost of afternoon periods "in some areas." The drop in cost of evening time, while averaging up to around 25%, will vary from advertiser to advertiser according to the amount of time used, officials reported.

The rate-and-discount simplification coincides with other plans already announced by Mutual to inject greater flexibility into network selling —including the offering of six-second quickie commercials within the network identification cue [B•T, May 30]—and imminent launching of its new "companionate radio" concept of programming (see story, page 104).

The new rate card (No. 18) and discount table, which officials said involve no change in station benefits and accordingly do not require approval by affiliates, were cleared at a board session at which Roy Danish was elevated to vice president in charge of station programs, Treasurer George Ruppel was named vice president and treasurer-controller, and Harry Trenner, new sales vice president [B•T, June 20], was added to the Mutual board succeeding Adolf N. Hult, whom he also succeeded in the sales post. Other officers and directors, headed by Thomas F. O'Neil as board chairman and president and with John B. Poor as executive vice president, were re-elected.

50% of Evening Rate

The new rate card puts the gross rate for all time periods, day and night, at 50% of the present evening gross rate. This is slightly less than the old rate for morning (6 a.m. to 1 p.m.) time, which has been 52½% of the evening rate, and the same as the afternoon (1-6 p.m.) and late night (10:30 p.m. to midnight) rates.

The new discount table, also applicable to both day and evening time purchases, runs somewhat lower than the one now in use. For instance, the maximum discount which has been available for time between 6 a.m. and 1 p.m. is 50%; under the new plan the maximum drops to 47½%. The annual rebate also has been reduced—from 12½% to 7½%, with the 5% differential going into the dollar volume discount. In nighttime, where the maximum discounts have been 50½% plus the annual rebate of 12½% for a total of 63%, the new maximum consists of 40% plus the 7½% annual rebate for a total of 47½%.

In instances where the new card will result in raises in net time costs, authorities said, current advertisers will be protected at current rates for one year from July 1—twice as long as the customary six months' protection, it was pointed out. Advertisers entitled to reductions will get the benefit as of July 1.

Officials expressed confidence the new rate and discount structure, which they said will be the simplest in network radio, would attract new advertisers to the Mutual network, both by its simplicity and by the savings it offers in nighttime costs. Currently the network is carrying approximately 27¼ hours of sponsored time a week, of which 5 hours and 40 minutes are in the nighttime schedule.

Similarly the new sales plans and the "companionate radio" programming approach are calculated to draw additional sponsors. As described to affiliates at a meeting in Washington preceding the NARTB convention last month, the new sales devices include—in addition to the six-second commercial within the network identification cue—the following:

- Making available commercials of varying length (instead of keeping them uniformly one-minute long) in programs which Mutual has a right to sell on a participating basis.
- Offering of additional programs of five-minute length for network sale.

Mutual officers named at the board meeting, in addition to President and Board Chairman O'Neil and vice presidents Danish and Ruppel, included Elbert M. Antrim, WGN Chicago, vice chairman; E. M. Johnson, vice president in charge of engineering, station relations and production; Robert A. Schmid, vice president in charge of advertising and promotion; James E. Wallen, vice president in charge of finance and secretary; Harry Trenner, vice president in

CBS Radio May Follow

WHILE MUTUAL announced adoption of a single rate for day and evening time (see story this page), negotiations between CBS Radio and its affiliates looking toward the same objective were expected to be resumed shortly. The negotiations were launched a month ago between officials of CBS Radio and members of the board of directors of the CBS Radio Affiliates Assn., but became snagged—not on the single-rate plan, which was generally agreeable to all, but on a related proposal by CBS Radio to reduce affiliates' compensation by 25% [B•T, May 30]. Although no further meeting had been definitely scheduled, officials said late last week that one was expected "very soon." ABC Radio went to a single day-night rate, with lowered discounts, last Oct. 1.

Advertisement

WCAO's sports director, Roger Griswold, is considered one of the top sportscasters in the east. His Monday thru Friday "Headlines in Sports" (5:45-6 p.m.) answers Sportsminded Baltimoreans every question, be it on the "bang-tails, lacrosse, Leo Durocher, or why Jim Tatum's Maryland football team is going to rank 1-2-3 this fall". Ask any Raymer man about WCAO's sports schedule, or call Bob Richmond at WCAO . . . CBS for Baltimore. 5 kw on 600 kc.

ROGER GRISWOLD

FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

WGR
Wherever you go... there's Radio
and in Buffalo Radio means
WGR
NBC Basic Affiliate
Representatives: FREE and PETERS

charge of sales; Robert A. Monroe, vice president in charge of programs; Vice Presidents Bertram J. Hauser, J. Glen Taylor, Herbert Rice, Carroll Marts and Sidney P. Allen, and Elisha Goldfarb and William Regan, assistant secretaries.

MBS directors, in addition to Messrs. O'Neil, Antrim, Johnson, Schmid, Poor, Taylor, Wallen and Trenner, are: Gordon Gray, General Teleradio Inc. (WOR-AM-TV New York); Ward Ingrim, Don Lee Network, Hollywood; Frank P. Schreiber, WGN Chicago, and Sterling Graham, WHK Cleveland.

MBS TO REVISE PROGRAM CONCEPT

New 'Companionate Radio' plan to start July 4 on 'Mutual Morning' show, and later will be extended to afternoon and evening periods.

MBS will launch its concept of "Companionate Radio" on July 4 with *Mutual Morning* at 11-11:25 a.m. EDT each weekday, and plans to extend this programming approach to other periods of the day.

Included in the format for *Mutual Morning*, according to MBS Program Vice President Robert Monroe, will be vital statistics, interviews, short stories, preview of the day's sports, simulated broadcasts of events of the past, baby and child care tips, among other features [B•T, May 30].

Mr. Monroe plans to expand the amount of time devoted to "Companionate Radio" during the morning as the summer progresses, and subsequently extend this concept to the afternoon and evening periods. He observed that the afternoon extension will have to be delayed until completion of the cycle on *Game of the Day* baseball series in the fall.

As now contemplated, Mr. Monroe will designate the afternoon period as *Mutual Matinee* and the evening time as *Mutual Evening*. Some of the programming ideas he is developing in line with "Companionate Radio" are an "Americana" segment, giving interesting information from different parts of the country; "Play Mutual," enabling listeners to participate in contests and win prizes; "Mutual's We the People," a "Super-Gallup" poll of listener's opinion on vital topics, and "Fame and Fortune," a large-scale talent hunt.

Advertisers Interested

It is envisaged that advertisers will purchase participations in the segments from as little as six seconds to 60 seconds and more. A Mutual spokesman said advertiser interest is "good," and several purchases are expected to be made before *Mutual Morning* is inaugurated.

Another idea conceived by Mr. Monroe is to build a Mutual "Family of Friends," the voices of persons who will become identified with the Mutual network. These individuals will read the news reports, give commercials and read stories. Mr. Monroe added that they will be "friends, who will provide information, enjoyment and entertainment." The first of Mutual's voice personalities named by Mr. Monroe is Mort Lawrence, radio-tv actor and announcer, who will be used on *Mutual Morning*.

The *Mutual Morning* series will be presented on weekdays only, but also under consideration is a move to introduce "Companionate Radio" on the weekend schedule, on a limited basis, sometime in the fall.

NBC-TV PROMOTES LANIGAN, DODGE

APPOINTMENTS of John B. Lanigan to the new post of daytime sales manager of NBC-TV and of John Dodge to succeed him as eastern sales manager were announced last week by Matthew J. Culligan, national sales manager of NBC-TV.

MR. LANIGAN

In his new post, Mr. Lanigan will be in charge of sales activities for children's programming, daytime television, and sports and special events. Before joining NBC-TV as eastern sales manager in 1952, Mr. Lanigan was vice president in charge of sales for ABC.

Mr. Dodge, administrative sales manager of NBC-TV since last March, had served as an account executive for NBC-TV for five years before assuming the post of eastern administrative sales manager.

Mr. Culligan said that NBC-TV's nighttime television is "a near sell-out" and that "additional emphasis will be placed on the sales of special types of programming, mainly that for unusually responsive, selective audiences in other than class A time."

NBC Names Henderson Field Exploitation Mgr.

APPOINTMENTS of Charles (Chuck) Henderson, formerly director of publicity at NBC Film Div., to manager of field exploitation for the network, and Frederick Jacobi to succeed Mr. Henderson as manager of publicity at the film division, were announced last Monday.

MR. HENDERSON

Mr. Henderson, whose appointment was announced by Al Rylander, director of exploitation for NBC, joined the network in 1952. Mr. Jacobi joined NBC in 1950. His appointment was announced by Ted Sisson, director of the division.

NBC Buys 'Meet the Press'; Spivak Gets Long Contract

PURCHASE of *Meet the Press*, weekly NBC-TV series, by NBC was announced last week by Joseph V. Heffernan, network's financial vice president, and Lawrence E. Spivak, previous owner. Mr. Spivak has signed a long-term contract with NBC to continue to produce the program and appear on it as a panelist.

The series, known internationally as *Press Conference of the Air*, has been aired for approximately 10 years.

Sponsors of *Meet the Press* are Johns-Manville Corp. and Pan American Airways, both through J. Walter Thompson Co. The show is simulcast Sundays, 6-6:30 p.m. EDT. The radio segment has become a part of *Monitor*.

Molotov on 'Monitor'

ANOTHER "first" was claimed for Pauline Frederick, NBC news commentator, when she aired the "first American radio broadcast" with Soviet Foreign Minister V. M. Molotov when he arrived June 19 in San Francisco for the United Nations' 10th anniversary conference. Mr. Molotov was about to leave the train terminal when Miss Frederick tapped on the window of his car and recorded—for use on NBC's *Monitor* show about an hour later—a brief interview in which he expressed his thanks for the welcome extended to the Soviet Union delegates. Meanwhile, Mr. Molotov was slated to appear yesterday (Sun.) as guest on *Face the Nation* on CBS Radio and CBS-TV [B•T, June 20].

Record Gross Scored For 3 NBC-TV Shows

A SINGLE WEEK's sales representing some $2 million gross billings for NBC-TV's *Today*, *Home* and *Tonight* programs were reported Thursday by Roy Porteous, sales manager of participating programs at NBC.

Mr. Porteous said the sales, made in the second week in June, amounted to a record breaker, an all-time high for the three shows.

A total of 331 participations were purchased that week by a group of advertisers which bought heavily.

California Packing Co. (Del Monte) alone, in one of the largest orders ever booked by the participating programs department, purchased 93 participations, through McCann-Erickson. NBC said that for the first time in 31 years Del Monte will drop magazines in presenting its annual "Western Roundup" food promotion this fall, using *Today*, *Home* and *Tonight* instead.

The Roto Broil Corp. of America, on behalf of Roto Broil "400," through Product Services Inc., bought 52 participations on the three programs. NBC said this was believed to be the largest buy to date on the programs by a single appliance dealer.

The Glidden Co. (Paint division), through Meldrum & Fewsmith, also purchased 52 participations—on *Today* and *Home*—while General Time Corp. (Westclox), through BBDO, renewed a 26 announcement schedule on *Tonight*.

Other heavy advertisers of the group included George Washington Coffee, Gruen Watch Co. and Calgon (water conditioner). In use during the record sales week was the "Summer Incentive Plan" under which advertisers are offered savings up to 34.6% by purchasing any combination of the three shows, NBC pointed out. Both GW Coffee and Roto Broil, NBC said, purchased schedules under the plan.

DuMont Names Lambert, Korn

BURT LAMBERT has been appointed supervisor of DuMont Television Network's o&o stations and Bennet Korn has been named general sales executive, Ted Cott, stations' general manager, announced last week.

Mr. Lambert resigned as New York sales manager of Ziv Tv Programs Inc. to accept the DuMont post. Mr. Korn was formerly executive vice president of Remington Records. DuMont o&o stations are WABD (TV) New York and WTTG (TV) Washington.

Tall Corn Network Names George Volger as President

GEORGE VOLGER, general manager of KWPC Muscatine, Iowa, was elected president of the 16-station Tall Corn Network of Iowa at a three-day meeting at Lake Okoboji the past fortnight.

MR. VOLGER

At the meeting, held June 15-17, the following other officers were named: Earl Williams, general manager, KFNF Shenandoah, and Eugene Claussen, general manager of KXIC Iowa City, as vice presidents; Edward F. Breen, president and general manager, KVFD Fort Dodge, secretary, and Mrs. Gregory Reeser, KICD Spencer, treasurer.

New board members of the regional Iowa network are Kenneth S. Gordon, general manager of KDTH Dubuque; Walter Teich, general manager, KOEL Oelwein, and Gregory Rouleau, president and general manager, KXGI Fort Madison. Other station members of TCN are KFJB Marshalltown, KCIM Carroll, KSIB Creston, KBOE Oskaloosa, KROS Clinton, KPIG Cedar Rapids, KMNS Sioux City and KRIB Mason City.

NBC Shuffles Assignments For U. S., Foreign Newsmen

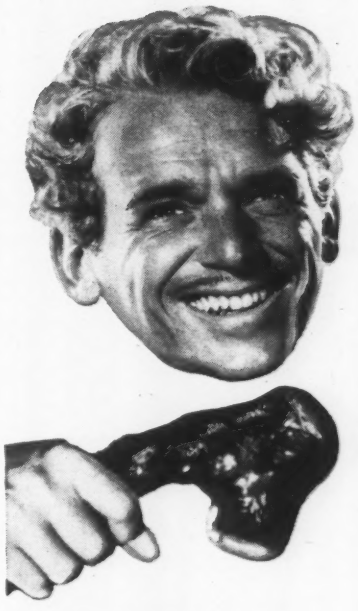
A SERIES of moves involving five NBC foreign correspondents and a number of newsmen stationed in the U. S. was announced last week by William R. McAndrew, NBC director of news, who said the transfers were being made to strengthen the network's world coverage.

NBC said the moves are in line with a policy adopted by Mr. McAndrew and by Davidson Taylor, NBC vice president in charge of public affairs, to rotate foreign correspondents for experience in more than one capital.

In the overseas changes, Leif Eid moves from Washington, D. C., where he has been covering for NBC since 1941, to Paris. Frank Bourgholtzer, another veteran of NBC news' Washington bureau, transfers from Paris to Bonn. Robert McCormick, who covered Paris before moving to Bonn, will move to Washington. Film correspondents Robert Hecox and Henry Toluzzi swap posts, Mr. Hecox shifting from the Far East (Hong Kong) to the Mediterranean (Rome) and Mr. Toluzzi moving from Rome to Hong Kong.

In the U. S., John Rich, former NBC correspondent in Tokyo and Korea and recently on leave of absence as recipient of the 1954 Council on Foreign Relations Fellowship, is to be stationed in New York.

Other domestic shifts, already announced, included: John H. Thompson, former program director of NBC's KNBC San Francisco, appointed manager of news and special events, Pacific division; Chester E. Hagan promoted from assistant manager, central news desk in New York, to manager, news and special events, Chicago; Rex Goad elevated from network news editor, Washington, to night news room supervisor, New York; Henry Cassidy, former Moscow and Paris correspondent, to head *World News Roundup;* Bill Henry, Los Angeles *Times* columnist and official historian for Olympic Games, added to NBC news staff, and Chet Huntley, news commentator who worked in Europe, Mexico, Canada and Indonesia, named West Coast staff commentator.



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

ABC-TV DETAILS 10 SUMMER CO-OP SHOWS

All programs, except 'Kukla, Fran & Ollie,' sell for 30% of the station's sales price.

SCHEDULE and conditions upon which are based this summer's offering of some 10 programs available for local "co-op" sale were announced last week by ABC-TV. Shows and effective dates:

The programs include: *Soupy Sales,* July 4 through Aug. 26; *John Daly and the News,* July 4; *Super Circus,* July 3; *Stork Club,* July 3; *Pee Wee King, Talent Roundup* and the *Dotty Mack Show,* June 28 through Sept. 6; *Henry & Rocky,* June 1; *Ozark Jubilee,* July 2, and *Kukla, Fran & Ollie,* upon return from hiatus Aug. 29.

All programs, except *Kukla,* sell for 30% of the station's sale price which includes time and talent after agency commission and applicable to package sale or spot announcements. The *Kukla* program can be carried either sustaining or commercial for 30% of the station's national spot one-time Class A hour rate. All of the programs, except three—*Pee Wee, Talent* and *Dotty Mack*—have sponsor and territory restrictions, since some are sponsored in some markets by one or more advertisers and labeled unsuitable or competitive for certain product advertising.

Among the restrictions—for *Kukla,* no tobacco, beer, patent medicines and no bakery accounts in Gordon Co.'s distribution area; *Soupy,* same as *Kukla; Daly* show, no accounts competitive to Miles Labs' Alka-Seltzer and One-a-Day vitamins, or to Tidewater Associated Oil Co.'s products; *Super,* no accounts competitive to Kellogg Cereals and Dixie Cup paper products or ice cream companies not using them; *Stork,* no alcoholic beverages, medicines, deodorants, insecticides, laxatives, and personal hygienic products; *Henry & Rocky,* no accounts competitive to Pabst beer and beverages, or to products of the Mennen Co.; *Ozark,* no beer or wine accounts.

All programs, except *Kukla* for which the station pays so long as it carries the show, require station payment only if sold.

Availabilities include opening 60-second commercial and closing 90-second commercial on *Kukla* and *Soupy;* 10-second opening and closing billboard and three one-minute commercials on *Stork* and *Dotty Mack;* generally, 10-second opening and closing billboard and three one-minute spots during each co-op half hour portion on *Pee Wee, Talent* and *Ozark.* Opening and closing billboards and two 1-minute commercials are available on *Daly;* 10-second opening and closing billboards, one 2-minute commercial and two 1-minute commercials on *Super* and 10-second opening and closing billboard plus a varying spot schedule depending on starting time of *Henry & Rocky,* available only to stations carrying Pabst & Mennen fights.

No Spectaculars on ABC-TV

ASIDE from what he terms "several one-shots," like the 90-minute ABC-TV *Disneyland* telecast July 17, ABC has no plans for spectacular tv programming, Robert E. Kintner, network president, stated in Hollywood during west coast conferences with M-G-M and Warner Bros. studios last week.

That All May Understand

MORE than 100 scripts of "Johnny Belinda," scheduled for presentation Wednesday on *Front Row Center,* CBS-TV, are being distributed by the network to deaf mute organizations throughout the country to help their members follow the play, in which the central character is a deaf mute. Much of the conversation between the lead and other actors is in international sign language. Katherine Bard, in the role of Belinda, and Eddie Albert, who plays opposite her, are being coached in the language by Mrs. Tom Elliot, wife of the president of the American Athletic Assn. for the Deaf.

CBS-TV Hollywood Realigns Prior to Scalpone Arrival

MAJOR reassignments of duties at CBS-TV Hollywood were announced last week by William Dozier, director of network programs there, prior to the arrival of Al Scalpone, new vice president in charge of network programs [B•T, June 6].

Ben Feiner Jr., executive producer of many CBS-TV Hollywood programs, including *Front Row Center* and *You Are There,* has been named general program executive, reporting directly to Mr. Scalpone.

Charles Holden, network program department manager there, is assigned as liaison executive between the Hollywood program and operations departments. Allen Parr, Hollywood business manager, will report to Mr. Holden in the administration of program budgets.

NBC-TV Sets Color Opener

NBC-TV has announced the presentation of "Skin of Our Teeth," starring Helen Hayes and Mary Martin, will open the 1955-56 series of *Color Spread* spectaculars on Sept. 11 (either 7-9 or 7:30-9:30 p.m. EDT). Under the *Color Spread* plan sponsorship is available on a participating basis.

NETWORK PEOPLE

Don Ross, former manager, radio-tv dept., Frank J. Miller Adv., L. A., to NBC Radio Hollywood as assistant producer, *Your Nutrilite Radio Theatre.*

Don Moore, CBS-TV story editor, named story and script dept. manager in N. Y., succeeding **Edgar Peterson,** who has become associate *Climax* producer.

Mitch Miller, director, popular record div., Columbia Records, Bridgeport, Conn., replaces **Rudy Vallee** on *Kraft Music Hall* on CBS Radio, effective yesterday (Sun.).

Judith Waller, NBC Chicago director of public affairs and education, presented honorary degree of Doctor of Humane Letters from Northwestern U., Evanston, Ill.

Jim Victory, CBS Tv Films Sales, N. Y., winner of trophy for low gross score in CBS Inc. Annual Golf Tournament; **Ted O'Connell,** CBS-Tv Spot Sales, N. Y., winner of trophy for low net score.

Steve Allen, NBC-TV star, named chairman, $275,000 drive of Sunair Foundation at Tujunga, Calif., for underprivileged asthmatic children.

Harry Ommerle, New York program director, CBS-TV, appointed chairman, Radio-Tv Div., 1955 Greater New York Fund.

NEW ELECTRONIC WARES SHOWN IN CHICAGO

Home Furnishings Show brings out the latest in tv (black-and-white and color) and radio. There's less excitement about color this year.

PRINTED circuitry or automatic assembly techniques and other electronic improvements were clearly in evidence in the various lines of new tv and radio models unveiled by leading manufacturers at Chicago's summer International Home Furnishings Show last week.

At the same time manufacturing representatives sounded a fresh note of optimism for business prospects through the rest of 1955.

Keynote was an all-industry radio-tv, appliance and furniture panel session Tuesday at the Merchandise Mart. Edward R. Taylor, vice president-marketing, Motorola Inc., predicted monochrome tv set sales of 7.5 million for 1955 compared to 7.3 million last year and radio sales of over 12 million as against 10.5 million in 1954.

Other estimates, by Dan Halpin, general sales manager of Westinghouse Electric Corp., were slightly more conservative on monchrome and more in line with RETMA "guestimates" [AT DEADLINE, June 20]. Mr. Halpin gave his views unofficially and not during the special news conference at which Mr. Taylor spoke.

The Hallicrafters Co., whose board chairman, William J. Halligan, foresees relatively inexpensive color units "soon," took the occasion to unveil its heralded 21-inch color set ("255 square inches") which it plans to market in mass production immediately [B•T, May 9]. It uses the RCA-type tube and a combination RCA-Hallicrafters circuitry, including 26 tubes in all. The firm ran color slides at times during the furnishings show.

Others at Show

Other manufacturing representatives said their firms (among them Motorola Inc. and Capehart-Farnsworth) were delaying announcement of their fall or summer color plans until key regional or distributor meetings. Color receivers on display—at least any new models—were conspicuously scarce.

RCA Victor Corp. showed two new color units (console and consolette), but its emphasis seemed to be mostly on three new black-and-white lines in the 17-, 21- and 24-inch categories. Included was a 17-inch portable with handle.

General Electric, which showed a 14-inch portable weighing only 32 pounds, stressed a new line of 27 table and clock radio models, 12 of which use a vertical printed circuit chassis. The firm claims an average reduction in cost to consumers of 15% from last year. Reliability and longer radio life are promised with use of the circuits.

CBS-Columbia introduced the "world's smallest personal portable radio" with four-inch speaker and an automatic clock unit. It also displayed its current line of tv receivers, with accent on sharper pictures, improved sound, functional cabinet designs and improved chassis.

A new tv line incorporating control dials on a sloping panel above the screen and horizontally mounted printed circuit boards was unveiled by Westinghouse Electric Corp., whose fall color tv plans are still uncertain. The models included table and console units.

Westinghouse's Mr. Halpin reported an electronic development in circuit chassis, which he described as a "major advancement" in industry. Two panels, containing over 70% of all tubes and components, are mounted on the chassis under the front of the picture tube. Printed circuitry also is employed in the company's table, clock and portable sets.

Raytheon Mfg. Co. showed its new 21-inch tv console (black-and-white) geared along horizontal lines, while Motorola displayed its complete line of home, portable and auto radios as well as tv receivers and two-way communications products.

Zenith displayed its full line of consumer merchandise and reported it has stepped up production schedules on tv sets to meet summer delivery demands. Highlights of its preview was the flash-matic gun-receiver combination, which utilizes the photo-electric cell principle and permits the viewer to tune or turn the set on or off, and to silence sound.

Bendix Aviation Corp. showed 10 new models using 21-inch screens, six of them tabbed as "promotional sets." Bendix has no immediate color plans but did show models incorporating new automation techniques it recently announced in Baltimore after getting equipment from General Mills Electronics Div.

Trav-ler Radio Corp.'s new line is highlighted with a 17-inch table model.

Neither Motorola or Admiral Corp., which also is waiting on color mass production and which introduced a full complement of new radio-tv receivers, were able to predict how many color sets they will turn out this year. Admiral already has indicated color tv will not figure prominently in its plans in 1955.

Haffa Buys $1-1.5 Million In Webster-Chicago Stock

PURCHASE of a "substantial block" of stock in Webster-Chicago Corp. by Chicago industrialist Titus Haffa was confirmed Tuesday by the manufacturer of phonographs, record-changers and tape recorders.

Mr. Haffa reportedly bought over 100,000 shares from R. F. Blash, board chairman and founder of Webster-Chicago, for between $1-$1.5 million and is expected to act as "ex-officio chairman." He becomes the largest individual stockholder in the firm, with 125,000 of the 519,750 shares outstanding.

CY N. BAHAKEL (l), radio station owner, is congratulated by John F. Stanberry, Collins Radio Co. sales engineer, after purchase of a Collins 21E 5 kw transmitter for WKOZ Kosciusko, Miss., the third one bought by Mr. Bahakel for his stations. Lending his counsel to the confab is Roy E. Giles Jr., Bahakel technical director.

YOUR STAR...
YOUR HOST...
YOUR SALESMAN:
DOUGLAS FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

New Eastman Projector Cited as Color Film Aid

AID to color tv film programs is claimed by Eastman Kodak Co. with the announcement it has available a new 16mm projector that provides a continuous, uniformly-illuminated image.

Designated the Eastman 16mm Continuous Projector, model 300, the machine is entirely new in design except for the sound head which is similar to the one used on the Eastman model 25 projector. Special features include an f/1.6 optical system and automatic compensation for film shrinkage through use of a special sprocket.

The projector is equipped to accommodate 3,000-ft. reels.

Further information may be obtained from the Motion Picture Sales Dept., Eastman Kodak Co., Rochester 4, N. Y., or from suppliers of tv station equipment.

New Reorganization Plan Asked for Bankrupt Muntz Tv

CREDITORS will be asked to approve a new reorganization plan for Muntz Tv Inc., set manufacturer, by Oct. 18, it was reported last Monday.

Notice of a hearing on that date was set by U. S. District Court Judge Win G. Knoch after he approved a new plan in line with recommendations by the Securities & Exchange Commission. Under the new one, stockholders would receive 25% of their claims in stock and the rest in promissory notes within eight years. Originally SEC advised that a payment plan for creditors over a five-year period would not sufficiently protect stockholders.

Muntz Tv Inc. and its two subsidiaries were forced into involuntary bankruptcy in March 1954. Creditor claims have been reduced from $13 million to $5.65 million over the past year.

SINCLAIR WEEKS (l), U. S. Secretary of Commerce, is given a demonstration by Gray Mfg. Co. representatives on how tv stations use the Gray Telojector to telecast photos, texts and images without interruption. Col. William F. Heimlich (c), of Gray's Washington office, and Charles Donahue, of Gray's Hartford office, explain the device at the Patent Office Exhibit which Sec. Weeks opened June 7 in Washington, D. C.

1955 Tv Set Shipments Stand 13% Over Last Year

THE NUMBER of tv sets shipped to dealers during the first four months of 1955 was 13% higher than the same period in 1954 Radio-Electronics-Tv Mfrs. Assn. reported last week. The January through April total for this year was 2,329,449 sets compared with 2,065,871 sets for the 1954 period.

Shipments by states for the first quarter:

State	Total	State	Total
Ala.	40,685	N. H.	8,303
Ariz.	14,195	N. J.	71,315
Ark.	28,184	N. M.	7,880
Calif.	191,435	N. Y.	221,182
Colo.	17,946	N. C.	60,775
Conn.	31,598	N. D.	8,417
Dela.	4,783	Ohio	117,068
D. C.	23,523	Okla.	34,862
Fla.	74,802	Ore.	31,194
Ga.	48,988	Pa.	146,844
Idaho	10,265	R. I.	11,388
Ill.	124,071	S. C.	34,237
Ind.	60,696	S. D.	7,281
Iowa	35,322	Tenn.	51,676
Kan.	32,589	Texas	138,379
Ky.	41,648	Utah	9,322
La.	48,983	Vt.	8,337
Maine	18,107	Va.	43,293
Md.	30,960	Wash.	42,286
Mass.	63,695	W. Va.	25,582
Mich.	90,551	Wis.	49,527
Minn.	39,986	Wyo.	2,130
Miss.	22,378		
Mo.	63,309	U. S. Total	2,320,925
Mont.	7,511	Alaska	3,622
Neb.	20,281	Hawaii	4,902
Nev.	3,156	Grand Total	2,329,449

Quinn Forms Sales Firm

JAY H. QUINN, manager of sales and advertising, Fairchild Recording Equipment Co., Whitestone, N. Y., resigned last week to establish a sales company catering to radio and tv stations and recording studios. Mr. Quinn was manager of Gray Research & Development Corp. and assisted in founding the Fairchild Co. in 1948.

MANUFACTURING SHORTS

Presto Recording Corp., Paramus, N. J., is placing on market next month new three-speed, hi-fi turntable, Presto Pirouette. Unit has 12-in. diameter cast-aluminum turntable which carries 45 rpm adapter disc permanently attached to turntable spindle which retracts under surface of turntable when not in use. Drive system utilizes three rubber interchangeable idler wheels, one for each turntable speed. Single control lever, operating in horizontal plane, selects speed or shuts off mechanism. Control locks positively in each speed position and in off position retracts idler from drive shaft to prevent flats from developing on rubber surface. Unit is equipped with either standard four-pole shaded induction motor or with hysteresis-wound, synchronous motor.

Ampex Corp. (magnetic tape recording equipment), Redwood City, Calif., announces formation of new division, Ampex International, to conduct business outside U. S. T. Kevin Mallen, vice chairman of Ampex board, is managing director of division, with Harrison Johnston assisting him.

S.O.S. Cinema Supply Corp., N. Y., has announced Tel-Animastand and Tel-Animaprint for picture title and other camera work. Full descriptive literature available from firm at 602 W. 52d St., N. Y. 19.

Admiral Corp., Chicago, has announced small increase in 82-channel uhf-vhf receivers to "stimulate tv sales in ailing uhf areas throughout the country." Suggested list prices on all-channel sets in uhf-vhf territories are about $25 higher than standard vhf models.

Magnetic Tv Sound Co., Green Bay, Wis., has available new Telesync Automatic Timer for film use in tv stations. Unit enables film editor to screen and time film in one operation and eliminates chance for human error, according to company. Timing is faster than usual methods, firm says, and unit cuts costs by reducing number of operations necessary to get film ready for air. Timer may be connected to any preview projector. Size of timer face is 4 in. by 7½ in. and weighs 2¾ lbs. Complete information available from firm at 854 Shawano Ave., Green Bay.

International Telephone & Telegraph, N. Y., and subsidiaries report consolidated net income for three months ended March 31 at $5,253,846, or $.73 per share, compared with $4,855,103, or $.68 per share, for corresponding period of 1954. For first time since March 31, 1939, accounts of German subsidiary were included in consolidated income statement. Report also said IT&T's Capehart-Farnsworth Div. will exhibit new line, including new Capehart color tv set with 21-inch screen, at distributor-dealer meetings in New York, Chicago, and Los Angeles next month.

New low monthly payments
purchase your own
Transcription Library

more than 5,000 most desired music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings

TV Stations:
ask about STANDARD'S New TV Library-Package . . . including mood music, production aids and sound effects.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Fairchild Recording Equipment Co., Whitestone, N. Y., is placing on market redesigned version of Fairchild Model 260 50 w power amplifier.

MANUFACTURING PEOPLE

Dr. Harris M. Sullivan, dielectric materials unit supervisor, General Electric Co., Schenectady, N. Y., named electronics lab manager, Syracuse, N. Y.

William Brown, acoustic and electronic engineer, Webster-Chicago Corp. (recording equipment), Chicago, named to newly-created position, consumer products engineering director.

Joe K. Boone, appointed regional sales manager, Admiral Corp., Chicago, covering Indianapolis, Ft. Wayne, Evansville, Ind., Benton Harbor, Mich.. Louisville and Nashville; **C. F. Weeks,** field merchandiser, appointed regional sales manager covering L. A., S. F., San Diego, Sacramento, Fresno, Calif., and Phoenix; **L. L. Malin,** Pittsburgh branch manger, named regional sales manager covering Phila., N. Y., Newark, N. J., and Altoona, Pa.; **W. F. Hand,** Denver branch manager, named regional sales manager covering Denver, El Paso, Salt Lake City and Albuquerque.

A. Holland Phillips appointed eastern region district commercial engineer, equipment sales organization, tube dept., General Electric Co., headquartering in Clifton, N. J.

Herbert Kushner appointed assistant technical services manager, mobile communications dept., Allen B. DuMont Labs, Clifton, N. J., as head of mobile parts service and customer contact for sales representatives; **Thomas R. Kennedy Jr.,** radio-tv news and editorial staff, *New York Times,* appointed to DuMont Labs public relations staff.

Dr. Allen B. DuMont, Allen B. DuMont Labs, Clifton, N. J., given honorary Doctor of Science degree at 123d annual commencement of New York U.

Dr. W. R. G. Baker, vice president, General Electric Co., Schenectady, N. Y., and general manager, electronics div., Syracuse, N. Y., received honorary degree of Doctor of Engineering from Polytechnic Institute of Brooklyn.

Robert C. Tait, president, Stromberg-Carlson Co., Rochester, N. Y., elected to board of directors, Lincoln Rochester Trust Co.; **George A. Peck,** production manager, S-C radio-tv div., appointed alumni trustee, Clarkson College of Technology for five-year term.

"Maybe KRIZ Phoenix shouldn't have advertised pianos."

— PROFESSIONAL SERVICES —

Kidder, Peabody & Co. Enters Radio-Tv Field

KIDDER, PEABODY & CO., nationally-known brokers and underwriters, last week announced it is entering the radio and television field and had named Robert E. Grant as manager of these operations.

MR. GRANT

The new department, the company said, would "negotiate the purchase, sale and financing of radio and television properties" under the direction of Mr. Grant. The company is headquartered in Chicago and has branches in New York, Philadelphia, San Francisco and Boston, with offices and correspondents in 30 other principal cities.

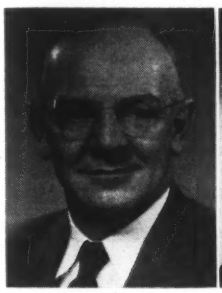
Mr. Grant, it was announced, has spent the past year in exploring the radio and television field. He is a graduate of Brown U. and of Harvard Graduate School of Business Administration. He served as a Navy pilot during the war and has worked in investment banking.

Kidder, Peabody, established in 1865, is described as one of the largest investment banking houses in the country. The firm claims to have negotiated more private financings than any other company in the country and to have underwritten a greater amount of publicly offered securities than any other member of the New York Stock Exchange.

Blakely, Silver Organize L&M Assoc., Engineering Firm

TWO executives of Tel-Instrument Co., Carlstadt, N. J., have resigned to form a sales and engineering firm to be known as L&M Assoc.

Partners in the organization are Leonard P. Blakely, Tel-Instrument sales manager since



MR. BLAKELY

MR. SILVER

1951, and Martin Silver, who joined Tel-Instrument in 1954 as manager of its Broadcast Div. Mr. Silver in 1953 was vice president and managing director of WTVU (TV) Scranton, Pa.

Among the companies L&M will represent are: Adler Communications Labs, New Rochelle, N. Y.; McColpin-Christie Corp., Los Angeles; New London Instrument Co., New London, Conn.; Radio Frequency Labs Inc., Boonton, N. J., and Tel-Instrument.

PROFESSIONAL SERVICE PEOPLE

Fred F. Montiegel, publicity-promotion director, Don McNeill Enterprises, Chicago, to Maurice E. Collins (publicity), Chicago, as radio-tv activities coordinator.

Judith Cortada, associate editor, *Advertising Age* magazine, to John J. O'Leary & Co. (public relations), N. Y.

Quad-City EMPLOYMENT is Up and Steady!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market of ¼ million people.

●

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

●

CBS FOR THE QUAD-CITIES

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

CAMART TV TRIPOD SUPPORTS

● **TRIANGLE** $29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● **CAR-TOP CLAMPS**

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC.

1515 Broadway, near 60th Street

New York 23, N. Y. • Circle 6-0930

Cable Address - CAMERAMART

Canada Favors One Tv Station Per City

Parliamentary Broadcasting Committee also sees no necessity for independent regulatory body for broadcasting.

NO CHANGES in the single tv station policy of the Canadian government and no necessity for an independent regulatory body for Canadian broadcasting marked the recommendations of the Parliamentary Broadcasting Committee announced at Ottawa June 17. Members of the opposition Conservatives and Social Credit parties submitted a minority report and planned to bring the matter up for debate in the Canadian Parliament.

Statements of Revenue Minister J. J. McCann, to whose department the Canadian Broadcasting Corp. reports, and statements of Prime Minister Louis St. Laurent, prior to and during the sessions of the Parliamentary Committee, had intimated there would be no change in the government policy, despite demands from the Liberal party organizations and increasing public pressure for more choice of tv programs.

The Parliamentary Committee, while recommending that the present one tv station to one city policy of the government has proven to be a desirable one, nevertheless intimated that a Royal Commission be set up to look into tv in all its aspects as recommended by the Massey Royal Commission report of 1951.

The demands for a separate regulatory body to regulate both private stations and the CBC were turned down by the committee. In its report the committee agreed with CBC Chairman A. D. Dunton that it would be impossible for a private group to operate a nationwide radio and tv service entirely on commercial revenue. Continued use of commercially sponsored programs by CBC was felt essential to supplement government grants and tax revenue now received by the CBC. The CBC was commended for its development of Canadian talent on radio and tv, but was advised to use a larger variety of personalities on its panel and commentary progams to reflect a wider range of opinion.

Two More Packagers Signed For British Commercial Tv

INDEPENDENT Television Authority has signed two more contracts with British companies that will provide tv programs for ITA's commercial stations. They are Associated Rediffusion Ltd. and Granada Tv Network Ltd. The first contract, with Associated Broadcasting Co. Ltd., was signed a few weeks ago. There is one remaining ITA contract yet to be signed. None of the contracts will expire before 1964.

Construction of the Lancashire ITA commercial transmitter has now been permitted by local authorities—a 450-ft. steel tower situated 1,450 ft. above sea level. The transmitter is expected to be on the air early next year. Another ITA transmitter is being planned for Yorkshire. Both of them will operate in Band III and will cover an area with an 11 million population.

Western Broadcasters Meet At Jasper, Alta., Today

BUSINESS SESSIONS, radio-tv forums and a discussion on radio's future by Hugh Feltis of Seattle, Wash., will feature the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alta., starting today (Monday). Convention chairman is Sid Boyling, CHAB Moose Jaw and WAB president. Registration will occupy most of the first day's program.

Mr. Feltis is scheduled to speak Tuesday morning on selling radio. The afternoon is scheduled for the annual WAB golf tournament. Wednesday morning is devoted to association business and reports on Canadian radio-television problems by Jack Davidson, president, and Jim Allard, executive vice president, Canadian Assn. of Radio & Television Broadcasters. There will also be a morning meeting of subscribers of Broadcast News Ltd., subsidiary of Canadian Press. Wednesday afternoon will have separate forums for radio and tv station personnel with Hal Crittenden, CKCK-TV Regina, Sask., as chairman of the tv meeting.

European Tvs May Use Uhf for Color Tv Only

EUROPEAN television stations are now discussing plans to move coming European color television to uhf bands and to retain all of the vhf bands for black-and-white television.

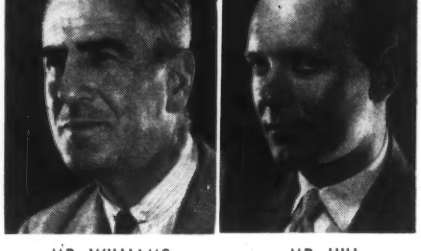
Delegates from different European countries during a recent convention in Brussels, Belgium, agreed that uhf bands would provide the most excellent transmission medium for color tv in Europe. Opinion was mostly endorsed by French delegates as France's 819-line tv system demands extremely large band widths. As one consequence countries were advised not to use uhf bands IV and V for black-and-white stations before 1957 and keep them free for color stations.

In West Germany some opposition against this is being noted as West German tv systems have been planning to use uhf to include the remaining 15% of the country's area into black-and-white coverage after all of the available vhf bands allocated to the area at the Stockholm Frequency Conference are now occupied.

Meanwhile the German manufacturers have expressed considerable opposition against any quick introduction of color television. German tv stations (all of them now producing one joint schedule with only few locally originated programs) have indicated they will rather concentrate on more local black-and-white programs than on color tv which, they feel, at the present time and in Europe, is beyond their financial resources.

Tv Film Production Firm Formed by Williams, Hill

A NEW CANADIAN tv slide and film production company has been formed from the television division of Dominion Broadcasting Co. Ltd., Toronto. The new firm is Williams & Hill Ltd., sharing quarters with Dominion Broadcasting at 4 Albert St., Toronto. Hal Williams, principal owner of Dominion Broadcasting, is president, and Richard H. Hill is vice president-general manager. Before joining Williams, Mr. Hill was with S. W. Caldwell Ltd., Toronto. The new firm has set up a complete slide and film production organization which handles tv commercials from the idea stage through art work, filming and photographing, to the finished slide or "pictafilm." Slides are printed on sensitized glass and mounted between two glass frames. Specially constructed extreme and mean densitometers are used to ensure that each slide is of perfect matching quality. The company has done work as the tv division of Dominion Broadcasting Co. for Canadian sponsors whose commercials have appeared on eastern United States stations.



MR. WILLIAMS MR. HILL

U. S. Network Tv Shows Most Popular in Canada

U. S. NETWORK tv shows continue to be the most popular with Canadian audiences, according to the national Telerating report for June released by Elliott-Haynes Ltd., Toronto. The national report covers Toronto, Winnipeg, Vancouver and the Montreal English-language audience.

Top 10 tv shows in June, out of 31 listed, were *Toast of the Town* 62.1, *Jackie Gleason* 60.9, *Milton Berle* 50.4, *Studio One* 44.3, *Four Star Playhouse* 42.8, *Dear Phoebe* 41.8, *On Camera* (Canadian) 39, *Showtime* (Canadian) 37.4, *Holiday Ranch* (Canadian) 37.2, and

Pick the Stars (Canadian) 35.7.

The report gives detailed rating reports for the Montreal French-language audience, Quebec, Hamilton and London (Ont.) audiences, in addition to above cities.

The June report also shows that summer viewing for the four cities in the national report is 75.4% of peak winter viewing, with greatest decrease appearing during the early evening hours from 5-8 p.m. and a lesser drop from 8-10:30 p.m.

NEW TV STATION STARTS IN OTTAWA

OTTAWA, Canada's capital city, on June 24 became the second Canadian city to have two television stations. CBOFT (TV), ch. 9, went into operation on that date to carry French-language programs to the large French-Canadian population across the Ottawa River from Ottawa. CBOT (TV), ch. 4, with only English-language programs, was simultaneously increased in power.

Only other Canadian city with two tv stations is Montreal, where CBFT (TV) carries French programs, CBMT (TV) English programs. All four stations are owned by the Canadian Broadcasting Corp.

CBOT and CBOFT are housed in a new two-story modernistic building in suburban Westboro. The building was not completed when CBOFT went on the air. Both stations carried an inaugural program from the Ottawa area, then switched to individual language transmissions, CBOT carrying network shows by microwave from Toronto, and CBOFT using network shows from Montreal.

A new tower built by Canadian Bridge Co., Toronto, holds both antennas. The tower is 488 ft. above ground level, has a 12-bay Canadian Marconi super-gain antenna for CBOT, and on top of this is a 4-slot, 18-foot RCA-Victor Wavestack antenna for CBOFT. Tower also carries microwave network antenna for transmission and reception in both easterly (toward Montreal) and westerly (toward Toronto) directions.

The two stations share a mobile unit designed by the CBC staff. The CBOT 5 kw video transmitter was built in England for the Canadian Marconi Co. which received the order, and the CBOFT 10 kw video transmitter was made by RCA-Victor at Montreal.

Two Nations Limit Tv Imports

THE BELGIAN government has decided to restrict import of television sets. It is expected the measure will be terminated at the end of this year. Other restrictions are reported from Italy, where the government placed import restrictions on tv sets from the U. S. and limited imports to 6,000 sets annually.

INTERNATIONAL PEOPLE

Einar V. Rechnitzer elected president, MacLaren Adv. Co. Ltd., Toronto, succeeding **James A. MacLaren,** deceased [B•T, June 20]; **James Ferres** elected senior vice president and managing director.

T. W. Kober, market research director, Vickers & Benson Ltd. (adv.), Toronto, appointed director of agency.

Jerry Hausner, radio producer, director and writer, has been appointed deputy program director, Radio Free Europe's Czechoslovak Desk.

Alex Bedard, formerly general manager, Radio Representatives Ltd., Toronto, to Paul Mulvihill & Co. (station representative), same city.

Brand Names Foundation Launches Awards Competition

COMPETITION for the 1955 Brand Name Retailer-of-the-Year awards to be given by Brand Names Foundation Inc. has been opened officially with a series of luncheon meetings in 50 cities, Henry E. Abt, foundation president, has announced. Merchants in 24 categories of retailing will be honored at the annual Brand Names Day dinner to be held next April 18. The awards will be for outstanding presentation of manufacturers' advertised brands to the public throughout 1955. A plaque and four certificates will be awarded in each of the categories.

Nominations, made by entrants themselves, or by manufacturers, media organizations, advertising agencies, ad clubs and chambers of commerce, will be screened by a foundation committee. Finalists will be invited to submit detailed presentations illustrating promotional activities for the year.

Adams of Campbell-Ewald Named 'Young Adman' of Year

THOMAS BROOKS ADAMS, assistant to the president of Campbell-Ewald Co., Detroit, was honored with the "Outstanding Young Advertising Man of the Year" award of the Assn. of Advertising Men & Women at ceremonies in New York last week (see ON ALL ACCOUNTS, page 24). Joseph H. Neeby, vice president and a director of C-E, accepted the award for Mr. Adams, who was not able to attend. Don Reed, advertising manager of Sheaffer Pen Co., received the honorable mention award through Robert Sullivan, Sheaffer's eastern manager, who represented him at the meeting.

Student Research Awards

WINNERS of the Second National Student Awards in Marketing Research, sponsored by the Market Research Council of New York, were announced last week by Dr. D. B. Lucas of New York U., chairman of the awards committee. Top winner, who received a $100 cash award and a free trip to a council meeting in New York last week, was Richard Kirwan Ferguson of State U. of Iowa.

In addition to Chairman Lucas, A. B. Blankenship, Young & Rubicam, and A. R. Graustein, Lever Bros., also served on the awards committee. Judges were: Dr. George Gallup, president of Gallup & Robinson; Edward Battey, vice president, Compton Adv.; Dr. Lyndon O. Brown, vice president in charge of media, research and merchandising, Dancer-Fitzgerald-Sample, and Dr. Wallace H. Wulfeck, chairman of the executive committee, William Esty Co.

Sarnoff to Get Gold Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA and NBC, last week was designated by The Hundred Year Assn. of New York Inc. to receive its gold medal for "his contribution to the community life of New York." The presentation will be at the association's annual dinner in New York on Sept. 29.

AWARD SHORTS

Ziv Television Programs Inc. series, *I Led Three Lives,* presented citation from D. Brandon Bernstein, national judge advocate of Military Order of Purple Heart, for being "great patriotic document for Americanism."

NBC-TV's *Medic* cited by American Medical Assn. for service to public interest and welfare.

WSPD-AM-FM-TV Toledo, Ohio, presented "Token of Appreciation" award from Toledo Council of Parent Teachers Assn. "in recognition of the very commendable public service rendered to all parents, teachers and pupils. . . ."

Paul Dixon and **Sis Camp,** personalities, WLWT (TV) Cincinnati, and **Jim Runyon,** WLWD (TV) Dayton, Ohio, named "Mr. Pickle Puss," "The Pick of the Pack" and "Mr. Pickle Chips," respectively, by National Pickle Packers Assn. in celebration of National Pickle Week.

Underwood Jewelers, Pepsi Cola Bottling Co. and **Barnett National Bank,** all Jacksonville, Fla., winners of recognition awards for meritorious advertising from Jacksonville Adv. Club. All three are sponsors on WMBR-TV there.

John Facenda, news commentator, WCAU-TV Philadelphia, presented annual award of West Philadelphia Chamber of Commerce for "distinguished service to industry and commerce and to the people of Philadelphia . . . "

Joseph Katz Co., Baltimore, presented two awards for art work as "best in their classification" from Baltimore Art Directors' Show.

You Get All This EXTRA when You Buy WCKY

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Average Share of Out-Of-Home Audience

6 a.m.-6 p.m.; Mon. thru Sun.
Summer '54; Winter '55

WCKY	28%
Net Sta. A	20%
Net Sta. B	14%
Net Sta. C	7%
Net Sta. D	12%

*Pulse Buy ALL The Market—Buy WCKY

FIVE-HOUR REMOTE

FIVE-HOUR remote telecast of the Georgia Div. of Lockheed Aircraft Corp.-Dobbins Air Force Base-Atlanta Naval Station Open House on May 21, Armed Forces Day, was staged by WLWA (TV) Atlanta, Ga., despite "heavy rains, a hundred thousand people and jet planes diving" at its rooftop camera vantage point. The program was fed to WROM-TV Rome and WOKA-TV Macon, Ga. Technical, programming and other details were three days in preparation. The remote started on schedule despite rain and progressed more smoothly as the weather cleared, according to the station.

KFAB CHANGES PARTNERS

TO INFORM clients, agencies and listeners that it was switching affiliation from CBS to NBC, KFAB Omaha conducted an air and mail campaign announcing it was "changing partners." Spots using music and a square dance call saying "change your partner" were transcribed and used to lead in and out of station breaks. The spots were aired from six to 12 times per day for three weeks prior to the change. A series of mailings employing the same theme and picturing KFAB's trademark, "Big Mike," calling the "changing partners" lines was sent to advertisers and agencies. Completing the mailing was a letter from Harry Burke, general manager, explaining the "advantages of the change."

'THE MAN FROM MARS'

A PROGRAM spotlighting the central Ohio area as seen through the eyes of "The Man From Mars" was staged by WBNS-TV Columbus, Ohio. The program was prepared as an objective view of the engineering feats peculiar to that area, covering the fields of electrical, chemical, ceramic, agricultural, civil and aeronautical engineering. Believing it often takes a stranger to really see a community, WBNS-TV took a student from Ohio State U. to portray "The Man From Mars," a man who sees the community for the first time. The hour production, a combination of live studio presentation and film sequences taken by the station's motion picture department, was produced in cooperation with the Columbus Technical Council as part of the National Advertising Council's "America Needs Engineers" drive. WBNS-TV reports an enthusiastic response by listeners to the program.

Musical Reminder

A RECORDING of an original ballad, "The Ballad of MS," was released Friday to disc jockeys throughout the country in an attempt, via modern advertising methods, to alert the public to the tragedy of Multiple Sclerosis. The ballad was written by David Kelmenson, brother of Leo Kelmenson, Lennen & Newell account executive. L & N, volunteer agency for the Multiple Sclerosis Foundation, released the recording, sung by Jean Richie and made at cost by Audio-Video Studios. The recording also includes a three-minute "story" about MS and a one-minute appeal for contributions. L & N timebuyers are contacting station representatives and sending letters to station managers to push the recording.

WCCO-TV BEAUTY CONTEST

IN CONNECTION with the appearance of CBS-TV's *The Big Payoff* program in Minneapolis-St. Paul July 18-22, WCCO-TV there is conducting a beauty contest to find five "Payoff Princesses." The winners will serve as a model for one day on the program and will be paid the customary fee for network tv models (approximately $75). The contest is open to married or unmarried girls 18 or over. Preliminary judging will be done from photographs and the top 50 girls will participate in a WCCO-TV televised contest. The "Payoff Princesses" also will be interviewed by a talent scout of a New York agency for advice on furthering a tv or modeling career.

WDSU-TV COLOR CLINICS

WDSU-TV New Orleans is scheduling a series of weekly color tv clinics for local agencies and clients, set to start July 7 and continue every Thursday afternoon thereafter. Emanating from the station's new color studios, the two to three hour sessions will normally be conducted for the exclusive use of one advertiser and its agency with demonstrations of color film, color slides and live color commercials of the client's products. WDSU-TV has been telecasting network color since last July and its own color studio, entailing more than 12,000 sq. ft., was completed last April. Its first local color program was presented April 23.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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name *title/position*

company name

address

city *zone* *state*

CAMPAIGN KITS

COMMUNITY CHESTS and Councils of America Inc., New York, have mailed promotion kits to 1,900 Community Chests, Red Feather campaigns and United Funds throughout the country in preparation for its annual drive for funds in September, October and November. Radio material available includes *Encore,* a series of eight programs on transcription; *Family of Stars* recorded show; four USO dramatic shows, plus spot announcements by well-known entertainment personalities and dignitaries, and various dramatic skits. Television material will consist of film spot announcements, the *Fanfare* half-hour variety program, black-and-white and color slides and tv trailers. Special tv film and radio kits also are available.

HOTPOINT SALES HELPS

HOTPOINT Co., Chicago, currently is supplying dealers with a combination ad mat-radio commercial booklet designed to help them achieve coordinated advertising on all models of automatic washers and dryers. The radio commercials include 60- and 30-second spots keyed to the washer and dryer ads, which were pre-tested in various cities. The theme of one of the ads is an offer of a 50-piece tool set valued at $51.95 free with the purchase of an automatic pushbutton clothes washer.

CISCO GOES TO CISCO

A PARADE, rodeo and number of local features will be held in Cisco, Tex., July 4 as a tribute to Ziv Television Programs' *Cisco Kid,* film series which the town credits with giving national prominence to Cisco. Leo Carrillo and Duncan Renaldo, stars of the series, will lead the parade and rodeo. Gov. Allen Shivers, along with other civic and state officials, will attend the celebration.

WIBW FLY SWATTER

WIBW-AM-TV Topeka, Kan., has distributed a fly swatter in two installments as a promotion piece. The stations first sent a yellow plastic handle with their inscribed calls. An accompanying tag said, "Here's part of a useful gift . . . watch for the missing piece." The attachable plastic swatter came in the second mailing.

ABC RADIO CLOSED CIRCUIT

ABC Radio conducted a special closed-circuit 30-minute program for Ball Bros. (fruit jars, caps, rubbers), Muncie, Ind., dealers in 75 cities June 17 in connection with the firm's sponsorship of *Breakfast Club Review.* Charles T. Ayres, vice president in charge of ABC Radio network, and Don McNeill, m.c. of the *Breakfast Club,* greeted dealers and welcomed the company aboard as sponsor of the new show comprising the best of the daily early-morning series each week starting this past Saturday.

TAX REPORT ON WPTZ (TV)

TAX REPORT to the people by Pennsylvania Gov. George R. Leader was presented live June 17 in the studios of WPTZ (TV) Philadelphia. Topics discussed by Gov. Leader included the current state sales tax, the proposed state income tax and other tax problems facing his administration. Gov. Leader was interviewed on the program by a panel of four experts including WPTZ newsman Taylor Grant. Moderator for the program was WPTZ's Alan Scott.

KXOK BUS CARDS

HAND-PAINTED, 12 ft. by 3 ft. signs advertising KXOK St. Louis are appearing on buses of the city. Currently appearing on two buslines, the cards will be shifted to other routes to get maximum circulation within a 12-month period. The KXOK signature is predominant on the signs, in an orange-yellow outlined in black and charcoal against a background of blue. The copy is changeable to promote specific features of the station.

POLE-SITTING DISC M.C.

CLIFF FORD of KLRA Little Rock, Ark., has climbed a tower in the middle of the swimming pool in the city's War Memorial Park with intentions of staying up a least a week and establishing a world's record for pole-sitting disc m.c.'s. Mr. Ford, who took his broadcast equipment with him to carry on his regular duties, perched on a three-ft. sq. platform amid the pool's lights and public address system 60 feet in the air. He has been conducting a show from poolside. The station broadcast a description of the ascent and food, clothing, records and other necessities were passed to him via a pulley rope from co-workers.

PRESS AT KTTV (TV)

FOLLOWING summons delivered personally by a Los Angeles police lieutenant, local tv editors were herded into a waiting patrol wagon and hauled off to KTTV (TV) Hollywood. At the station the press joined KTTV executives and actor Stacey Harris at a luncheon, followed by a screening of the first film in *Official Files, N.O.P.D.*, new UM&M syndicated series which premiered on the station June 17.

'DO-IT-YOURSELF'

COMEDY and do-it-yourself hints will be combined in a new NBC-TV Hollywood program to replace *Mr. Peepers* during the summer months. Dave Willock, Hollywood actor and owner of a do-it-yourself workshop there, and Cliff (Charlie Weaver) Arquette will use a story line to tie-in actual demonstrations of wood and metal working and building. NBC-TV's *Do-It-Yourself*, sponsored by Reynolds Metals Co., Richmond, Va., started yesterday (Sunday).

TEENAGE DISC M.C.'S

ABOUT 1,800 persons attended the finals of a teenage disc jockey competition held in the Strand Theatre in Manchester, N. H., on June 11. Winner of the competition, held by WFEA Manchester and sponsored by the James W. Hill Dept. Store in that city, was George Mitoulis of Manchester, 16, who was awarded a trip to Italy and Greece. Mr. Mitoulis had been one of the 18 monthly winners in the contest, conducted among the high schools of the state.

PULSE Proves

WILK

Wilkes-Barre Penna.

the front-running radio station reaching more than a Quarter Million radio homes.

Call Avery-Knodel, Inc.

RAYTHEON SALES PROGRAM

RAYTHEON Mfg. Co., Chicago, has announced a new merchandising program with a sales incentive contest and a special transistor radio promotion. The overall program includes a 10-week contest for wholesale salesmen with cash prizes based on the number of tv sets sold; a "super jackpot" for eight top wholesale salesmen; lapel-buttons and tie clasps for salesmen who sell 100 sets to Raytheon dealers; gold-plated, clock radio trophies for the four top Raytheon distributors with the highest quota of dealerships and for four distributors who sell the most sets, and a portable transistor radio for every 10 Raytheon tv sets bought by a dealer. The contest ends July 30.

WFIL AND THE FARMERS

WFIL Philadelphia has issued a promotion piece, *The Farmer in the Delaware Valley*, making the point that the farmer can be reached by using the station's farm service program, with Howard Jones, carried each weekday from 6:04-6:18 p.m. EDT as part of the *Rain & Shine* show. The brochure claims that within the Delaware Valley lie six of the nation's top-income farm counties; 15 leading poultry-producing counties, and America's top tobacco-producing county.

CANADA COVERS UN MEET

CANADIAN radio and television carried full coverage of the 10th anniversary meeting of the United Nations at San Francisco, June 20-26. Canadian Broadcasting Corp. carried the proceedings on the tv network daily starting at 1 p.m., except opening and closing days when proceedings were telecast at 6 p.m. EDT. On radio CBC Trans-Canada network carried full broadcasts and also special nightly summaries and commentaries by CBC UN reporter Peter Stursberg. Special programs on UN activities were broadcast every evening during the week and UN Secretary-General Dag Hammarsjkold was interviewed on a special half-hour program by CBC reporters.

WCAU PROMOTION

WCAU Philadelphia has distributed a promotion piece to advertisers and agencies titled "Let's take the pulse and temperature of the Philadelphia radio market." The brochure claims WCAU rates 10 out of the first 10 daytime five-times-weekly programs, eight out of the top 10 evening programs, eight out of the first 10 local programs and five out of the first five women's programs, based on Pulse findings. The promotion also says in 1954 "more advertisers spent more money on WCAU radio than at any other time in the station's 32-year history."

OUTDOOR PROGRAMMING

FOR the summer season, WGR-TV Buffalo, N. Y., has moved several of its local programs out-of-doors. The outdoor studio is being used by Helen Neville for entertaining guests and preparing various summer dishes on her program. Occasionally sports shows originate from the patio setting and two other programs will be seen from there from time to time. The set, including the latest in lawn equipment and furniture and featuring an outdoor barbeque, was designed by Frank Wahl of WGR-TV's art department. Supervision of the landscaping was handled by Clark Kennedy of Hodge Florists in Buffalo, whose floral motifs frequently are seen on NBC-TV's *Home* show.

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Station Authorizations, Applications

(As Compiled by B•T)

June 16 through June 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of May 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,711	522	134
CPs on air	15	18	†320
CPs not on air	103	12	124
Total on air	2,726	540	454
Total authorized	2,829	552	578
Applications in hearing	121	2	174
New station requests	217	4	16
New station bids in hearing	66	0	119
Facilities change requests	149	7	36
Total applications pending	807	78	209
Licenses deleted in May	0	2	0
CPs deleted in May	0	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,732	2,716	118	241	81
Fm	540	527	26	9	0

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	287	322	611[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	967	337	746	540	1,287[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,025	337	776	568	1,345[4]

[1] 144 CPs (30 vhf, 114 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 644 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Carlsbad, N. M.—Carlsbad Bcstg. Corp. (KAVE) granted vhf ch. 6 (82-88 mc); ERP 1.41 kw visual and 0.852 kw aural; antenna height above average terrain 380 ft. Estimated cost of construction $79,218, first year operating cost $168,000. Post office address 601 North Canal St. Transmitter site beyond west end of Church St. Geographic coordinates 32° 25′ 42″ N. Lat., 104° 16′ 01″ W. Long. Transmitter and antenna RCA. Consulting engineer Edward P. Talbott, El Paso. Granted June 22.

APPLICATION

Cheboygan, Mich.—Midwestern Bcstg. Co., vhf ch. 4 (68-72 mc); ERP 5.16 kw visual, 2.58 kw aural; antenna height above average terrain 434 ft., above ground 340 ft. Estimated construction cost $88,406, first year operating cost $43,990, revenue $75,000. Post office address Paul Bunyan Bldg., Traverse City, Mich. Studio and transmitter location U. S. Rt. 23 East. Geographic coordinates 45° 38′ 58″ N. Lat., 84° 20′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Midwestern is operator of WPBN-TV Traverse City, of which this new station will be a satellite. Filed June 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted mod. of cp to change ERP to 204 kw visual, 112 kw aural (directional antenna) and change description of studio-transmitter location to 5500 Hallandale Beach Blvd. (not a move). Granted June 17; announced June 21.

WTVU (TV) Scranton, Pa.—Appalachian Co. granted mod. of cp to specify ch. 44 in lieu of 73; change ERP to 13.2 kw visual, 7.08 kw aural, make transmitter and antenna changes and change studio location. Granted June 15; announced June 21.

WDBJ-TV Roanoke, Va.—Times-World Corp. granted STA to operate commercially on ch. 7 for period ending Nov. 30. Granted June 15; announced June 21.

WHTN-TV Huntington, W. Va.—Granted STA to operate commercially on ch. 13 for period ending July 24. Granted June 16; announced June 21.

KGMB-TV Honolulu, T. H.—Hawaiian Bcstg. System Ltd. granted mod. of cp on ch. 9 to change transmitter site; ERP 105 kw visual and 83.2 kw aural; antenna minus 150 ft. Granted June 22.

KONA (TV) Honolulu, T. H.—Radio Honolulu Ltd. granted mod. of cp to specify ch. 2 instead of ch. 11, with ERP 55 kw visual, 33.1 kw aural, antenna height minus 160 ft., and change transmitter site. Granted June 22.

KULA-TV Honolulu, T. H.—Pacific Frontier Bcstg. Co. granted mod. of cp on ch. 4 to change transmitter site; ERP 26.3 kw visual and 13.2 kw aural; antenna minus 130 ft. Granted June 22.

CALL LETTERS ASSIGNED

KDWI-TV Tucson, Ariz.—Tucson Television Co., ch. 9.

KTVR (TV) Wichita, Kan.—Wichita Television Corp., ch. 3.

KHAS-TV Hastings, Neb.—Seaton Pub. Co., ch. 5. Changed from KTVR (TV).

WCAX-TV Burlington, Vt.—Mt. Mansfield Television Inc., ch. 3. Changed from WMVT (TV).

WISN-TV Milwaukee, Wis.—The Hearst Corp., ch. 12. Changed from WTVW (TV).

KMVI-TV Wailuku, T. H.—Maui Pub. Co., ch. 12.

APPLICATIONS

KFSD-TV San Diego, Calif.—KFSD Inc. seeks change of ERP to 316 kw visual, 158 kw aural, install directional antenna system and make other equipment changes. Antenna height above average terrain 754 ft. Filed June 20.

WPEN-TV Traverse City, Mich.—Midwestern Bcstg. Co. seeks change of ERP to 53.6 kw visual, 32.1 kw aural; antenna height above average terrain 761 ft. Filed June 16.

KVAL-TV Eugene, Ore.—Eugene Television Inc. seeks change of studio location to Blanton Rd., 3½ miles south of Eugene. Filed June 20.

WSIX-TV Nashville, Tenn.—WSIX Inc. seeks change of studio location to 5.6 miles south of city limits (same as transmitter site) and requests waiver of Sec. 3.613 of Commission's rules. Filed June 20.

APPLICATION DISMISSED

WSTV-TV Steubenville, Ohio—WSTV Inc. At request of attorney, FCC dismissed application to move station to Florence, Pa., and change power. Applicant also dropped application for sale to CBS. Dismissed June 14.

New Am Stations . . .

APPLICATIONS

Camden, Ark.—D. R. James Jr. d/b as Southern Bcstg. Co., 1370 kc, 1 kw daytime. Post office address % Randolph Hotel, El Dorado, Ark. Applicant proposes to use facilities of KPLN Camden, which he now owns. Since license renewal of KPLN is in litigation arising from protest initiated by KAMD Camden, applicant proposes to relinquish outstanding authorization for KPLN contingent on grant of permit for a new station. Filed June 20.

Orange, Mass.—James W. Miller, 1390 kc, 1 kw daytime. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000 revenue, $45,000. Mr. Miller is president-treasurer, 98% stockholder, Tele-Pool Corp. (adv. agency), Southbridge and president (50%) WESO Southbridge. Application was incorrectly identified at Orange, Miss., in B•T June 20. Filed June 13.

Niles, Mich.—E. Harold Munn Jr. and E. Harold Munn Sr. d/b as Voice of Berrien County amend application for new station on 1440 kc with 500 w daytime to request 1400 kc 250 w unlimited. Filed June 8.

Columbia, Pa.—H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage d/b as Radio Columbia, 1580 kc, 500 w daytime. Post office address 1649 Krim Court, Lebanon, Pa. Estimated construction cost $33,033, first year operating cost $52,000, revenue $68,000. Mr. Stadiem (45%) is president and 33.3% owner WLBR Lebanon and treasurer permittee WLBR-TV Lebanon. Mr. Etter (45%) is sec.-treas. and 33.3% owner WLBR and president of WLBR-TV. Mr. Savage (10%) is WLBR-AM-FM chief engineer and 1.7% stockholder in WLBR-TV. Filed June 20.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co. amends its request for new station on 1220 kc with 250 w unlimited to specify studio location as Lenox Hotel, 112 N.W. 2d St., Grand Prairie. Filed June 14.

Casper, Wyo.—John L. Breece, 1400 kc, 250 w unlimited. Post office address P. O. Box 436, Lander, Wyo. Estimated construction cost $12,000, first year operating cost $38,000, revenue $50,000. Mr. Breece is manager-engineer KOVE Lander. Filed June 20.

APPLICATIONS DISMISSED

Athens, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. FCC dismissed bid for

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Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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new am station on 1360 kc with 1 kw daytime. Dismissed at request of attorney on June 21.

Kilgore, Tex.—D. B. Humphreys Lowe. FCC dismissed application for new am station on 1580 kc, 500 w daytime at request of applicant. Dismissed June 14.

Existing Am Stations . . .

ACTION BY FCC

WJEM Valdosta, Ga.—Lowndes County Bcstrs. granted mod. of cp to change antenna-transmitter site and change location of studio to U. S. Rt. 84, 2.8 miles east of city hall. Granted June 15; announced June 21.

CALL LETTERS ASSIGNED

WKIX Jasper, Fla.—John A. Boling, 1450 kc, 250 w unlimited.

WNDU Notre Dame, Ind.—South Bend Bcstg. Corp., 1490 kc, 250 w unlimited. Changed from WHOT.

KWBX Washington, Iowa—Washington County Bcstg. Co., 1220 kc, 250 w daytime.

WMIC Monroe, Mich.—Charles S. McIntyre, 560 kc, 500 w D-DA.

KBGF Great Falls, Mont.—Community Broadcasters, 1450 kc, 250 w unlimited.

WCRV Washington, N. J.—Simon Geller, 1580 kc, 250 w daytime.

WCDJ Edenton, N. C.—Colonial Bcstg. Co., 1260 kc, 1 kw daytime.

WQOK Greenville, S. C.—Piedmont Bcstg. Co., 1440 kc, 5 kw unlimited DA. Effective July 3.

KCVL Colville, Wash.—Colville Bcstg. Co., 1480 kc, 1 kw daytime.

APPLICATIONS

KMYR Denver, Colo.—KMYR Bcstg. Co. seeks change transmitter location to U. S. Hwy. 85, S.W. of Brighton, Colo. Filed June 15.

KCIL Houma, La.—KCIL Inc. seeks change from 1490 kc to 1480 kc, power from 250 w to 500 w night and 1 kw day, change studio-transmitter location and install directional antenna for night use. Filed June 15.

WKMH Dearborn, Mich.—Knorr Bcstg. Corp. seeks mod. of cp to make changes in directional antenna (DA-2) (1310 kc). Filed June 15.

WPAC Patchogue, N. Y.—Patchogue Bcstg. Co. seeks increase in power on 1580 kc daytime from 1 kw to 5 kw (1 kw Canadian restricted). Filed June 21.

KALL Salt Lake City, Utah—Salt Lake City Bcstg. Co. seeks increase in daytime power on 910 kc from 1 kw to 5 kw; change from employing DA both day and night to DA for night use only and operate transmitter by remote control. Filed June 21.

WCRE Cheraw, S. C.—Chesterfield Bcstg. Co. seeks increase in power on 1420 kc daytime from 500 w to 1 kw. Filed June 20.

WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp. seeks change from 1450 kc to 1240 kc (contingent on WENC Whiteville, N. C., and WSSC Sumter, S. C., change in facilities). Filed June 20.

APPLICATION DISMISSED

WLAR Athens, Tenn.—Lowell F. Arterburn tr/as Athens Bcstg. Co. FCC at applicant's request dismissed application to change frequency to 1270 kc, increase power from 250 w to 5 kw and make equipment changes. Dismissed June 21.

New Fm Stations . . .

ACTIONS BY FCC

Macomb, Ill.—Western Illinois State College granted new noncommercial educational station on ch. 217 (91.3 mc) with ERP 16 kw; antenna height above average terrain 280 ft. Address % W. K. Shake. Granted June 22.

Cincinnati, Ohio—Gordon Bcstg. Co. (WSAI) granted new Class B fm station on ch. 274 (102.7 mc) with ERP 14.7 kw; antenna height above average terrain 550 ft. Remote control operation from WSAI transmitter. Granted June 22.

APPLICATIONS

Blytheville, Ark.—Warren L. Moxley, 1410 kc, 500 w daytime. Post office address 803 E. Main St., Blytheville. Estimated construction cost $20,000, first year operating cost $36,000, revenue $48,000. Mr. Moxley is 70% owner, president and director of WFUL Fulton, Ky. Filed June 8.

Mayfield, Ky.—West Ky. Bcstg. Co., 94.7 mc, 2.4 kw ERP, unlimited. Post office address P. O. Box 26, Mayfield. Estimated construction cost $4,200, first year operating cost $10,000, revenue $12,000. Applicant owns WNGO Mayfield. Filed June 8.

Portageville, Mo.—William Albert Crim, Louie Alvah Crim and Albert Morton Crim d/b as American Christian Bcstg. Co., 101.7 mc, 450 w unlimited. Post office address Box 233 Portageville. Estimated construction cost $1,125, first year operating cost $1,200, revenue $7,000. The Messrs. Crim are ordained ministers. Each holds ⅓ interest in the general partnership of the broadcasting firm. Filed June 10.

Los Alamos, N. M.—Sunshine Bcstg. Co., 4.56 kw ERP, unlimited (requests allocation of suitable frequency). Post office address 2000 Indian School Road, N.W., Albuquerque, N. M. Estimated construction cost $3,700, first year operating cost $400. Sunshine owns KOAT Albuquerque and KRSN Los Alamos. Filed June 10.

Syracuse, N. Y.—Functional Bcstg. Inc., 93.1 mc, 8.55 kw unlimited. Post office address 601 Chamber of Commerce Bldg., Syracuse. Estimated construction cost $2,000, first year operating cost $36,000, revenue $42,000. Albert Wertheimer (100%) is majority stockholder in storecasting firms Buffalo, N. Y., airing advertising and music to stores. Filed June 10.

Existing Fm Stations . . .

ACTIONS BY FCC

KABC-FM Los Angeles—American Bcstg.-Paramount Theatres Inc. granted cp to change ERP to 4.3 kw, antenna height above average terrain to 2,800 ft. and make equipment and studio-transmitter location changes. Granted June 17; announced June 21.

WLIN (FM) Merrill, Wis.—Alvin E. O'Konski granted mod. of license to move studio to Wausau, Wis., retaining transmitter site at Merrill. Granted June 15; announced June 21.

APPLICATIONS

WXYZ-FM Detroit, Mich.—WXYZ Inc. seeks change of ERP to 13.8 kw. Filed June 15.

WTRX-FM Bellaire, Ohio—Ohio-West Virginia Bcstg. Co. seeks change of ERP to 49 kw. Filed June 15.

Ownership Changes . . .

ACTIONS BY FCC

KRLW Walnut Ridge, Ark.—Southern Baptist College granted voluntary assignment to Lawrence County Bcstg. Co., composed of **Dr. R. O. Norris** (25%), physician; **Nora M. Norris** (25%); **William H. Cate** (25%), manager KRLW, and **Carma N. Cate** (25%), for $40,000. Granted June 22.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. granted transfer of control from Voice of the Rockies Inc. to James D. and Betty Russell. No consideration involved. Granted June 22.

KVOR Colorado Springs, Colo.—Voice of the Rockies Inc. granted voluntary transfer of control to Riggs & Greene Inc. through sale of all stock for $111,000 plus amount equal to net quick assets. Principals include **F. Robert Greene** (50%), vice pres-½ owner WAIR-AM-FM Winston-Salem, N. C., and **John S. Riggs** (50%), pres.-26.6% owner WELM Elmira, N. Y., and pres.-½ owner WAIR. Granted June 22.

WCNU Crestview, Fla.—H. French Brown & Virginia M. O'Neal, administratrix of estate of D. Grady O'Neal, deceased, d/b as Gulf Shores Bcstg. Co. granted voluntary assignment to Virginia M. O'Neal, administratrix d/b as Gulf Shores Bcstg. Co. through purchase of remaining ½ interest from H. French Brown for $30,000. Granted June 21.

WJSB Crestview, Fla.—C. S. Henderson & James T. Whitaker d/b as Crestview Bcstg. Co. granted voluntary assignment to C. S. Henderson through purchase of remaining 25% interest from Mr. Whitaker for $3,209. Granted June 16; announced June 21.

WSBB New Smyrna Beach, Fla.—Broadcasters Inc. granted voluntary transfer of control to A. V. Tidmore through sale of all stock for $15,000 and obligation totalling $29,900. Mr. Tidmore is owner of WPPA-AM-FM Pottsville, Pa., and 22.8% owner of WJEJ-AM-FM Hagerstown, Md. Granted June 22.

WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers & Bruce Smith d/b as Radio Station WJAZ granted assignment from partnership to corporation James S. Rivers Inc. Granted June 16; announced June 21.

KRPL Moscow, Idaho—Roy Anderson tr/as Latah County Bcstrs. granted assignment to wholly owned corporation KRPL Inc. Granted June 13; announced June 21.

WEOA Evansville, Ind.—Consolidated Tv & Radio Bcstrs. Inc. granted voluntary assignment to Ohio Valley Tv Co. for $116,000. Ohio Valley operates WEHT (TV) Henderson, Ky., and is wholly owned by Malco Theatres Inc. Principals include Pres. **Herbert R. Levy**; Vice Pres. **M. A. Lightman Jr.** and Treas. **Richard L. Lightman.** Granted June 22.

KWPC-AM-FM Muscatine, Iowa—Charles A. Henderson, George J. Volger & Thelma M. Volger d/b as Muscatine Bcstg. Co. granted voluntary assignment to George J. Volger and Thelma M. Volger d/b as Muscatine Bcstg. Co. through purchase of 0.5% interest of Charles A. Henderson. Granted June 22.

WJON St. Cloud, Minn.—Granite City Bcstg. Co. granted transfer of control to William T. Comstock, Miriam E. Haerle and John P. Haerle Jr. through sale of all stock for $52,924. Principals include Vice Pres. **William T. Comstock** (49.5%), 99.2% owner WPDR Portage, Wis., publisher of *Portage Daily Register & Democrat*, and pres.-75% owner *Oconto* (Wis.) *Reporter*, and Pres. **John P. Haerle Jr.** (49.5%), station manager of WPDR. Granted June 22.

WLIB New York, N. Y.—New Bcstg. Co. granted voluntary acquisition of control by Harry S. Novik (48%) through purchase of 3 shares of stock for $1,950. Mr. Novik will now own 51% interest. Granted June 13; announced June 21.

KBES-TV Medford, Ore.—Southern Bcstg. Co. granted assignment of cp to California-Oregon Television Inc. (an Oregon corporation). Action of June 16; announced June 21.

WGCD Chester, S. C.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. granted voluntary assignment to The Dispatch Pub. Co. for $37,250. Principals include **C. V. Sink** (10%); **Fred O. Sink Jr.** (6.5%); **Joseph Sink** (9.6%); **Mrs. Fred O. Sink** (50.3%), and **Mrs. J. David Sink** (23.2%). Granted June 22.

KGNC-AM-TV Amarillo, KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. granted voluntary transfer of control of Globe-News Pub. Co., majority stockholder to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Publishing Co. (Whittenburg family), through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC-TV. Granted June 22.

KTRM Beaumont, Tex.—KTRM Inc. granted voluntary acquisition of control by Jack Neil through purchase of about 34% interest from Alto V. Watson and Joseph S. Trum for about $34,400. Mr. Neil will now own 65.2% interest. Granted June 16; announced June 21.

KSTA Coleman, Tex.—Coleman County Bcstg. Co. granted acquisition of negative control by H. H. Jackson through purchase of 10% stock from E. B. Beach for $4,500. Granted June 22.

KSVC Richfield, Utah—Sevier Valley Bcstg. Co. granted voluntary acquisition of control by Homer R. Bandley through purchase of 1,000 shares from William Bartley and Maline S. Bandley for $1,250. Granted June 13; announced June 21.

WWOD-AM-FM Lynchburg, Va.—Roanoke Independent Bcstrs. Inc. granted assignment to newly formed corporation Lynchburg Independent Bcstrs. Inc. No consideration involved as Cy N. Bahakel remains sole owner. Granted June 15; announced June 21.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. granted voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printing Co., through sale of all stock for $30,000. Principals include **Donald F. Whitman** (60%), part owner of restaurant and applicant for new am station at Olympia, Wash.; **Harold C. Singleton** (15%), owner of KRTV Hillsboro, Ore., 52% owner KTEL Walla Walla, Wash., and 9.9% owner KGAL Lebanon, Ore., and **Centralia Pub. Co.** (25%). Granted June 22.

WEIR Weirton, W. Va.—The Tri-State Bcstg. Co. granted voluntary transfer of negative control to WEDO McKeesport, Pa. (25%), Edward J. Hirshberg (15%), pres.-general manager-stockholder WEDO, and Robert E. Badger (10%), station manager-stockholder WEDO. Consideration is $23,200 in back salary and expense due Mr. Hirshberg for managerial services. Granted June 22.

WPLY Plymouth, Wis.—Arthur L. Gerber, Harold C. Steinke, Clair G. Burrill & William C. Fischer d/b as Eastern Wis. Bcstg. Co. granted

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assignment to corporation Eastern Wis. Bcstg. Co. Granted June 13; announced June 21.

APPLICATIONS

WTBC Tuscaloosa, Ala.—Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co. seek assignment of license to new partnership of Messrs. Bank and Branscomb who buy Mr. Coleman's ⅓ interest for $27,500. Filed June 10.

KLMO Longmont, Colo.—Longmont Bcstg. Co. seeks assignment of license to Edna Hill Maples, David Fred White Jr. and Grady Franklin Maples d/b as Radio Station KLMO, for $20,000 plus assumption of $4,107 liabilities. The Maples own 50% KGMC Englewood, Colo., and 50% KLLL Lubbock, Tex. Filed June 15.

WPIX (TV) New York—WPIX Inc. seeks transfer of negative control of Tribune Co., parent firm, from the late Robert R. McCormick, trustee of McCormick-Patterson Trust, to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, Chesser M. Campbell, W. D. Maxwell and J. Howard Wood, trustees. Filed June 20.

WNBK (TV) Cleveland, Ohio—National Bcstg. Co. seeks assignment of license to Westinghouse Bcstg. Co. in exchange for WBC's WPTZ (TV) Philadelphia plus $3 million consideration to WBC. Filed June 16.

WPTZ (TV) Philadelphia, Pa.—Westinghouse Bcstg. Co. seeks assignment of license to National Bcstg. Co. in exchange for NBC's WNBK (TV) Cleveland, Ohio, plus $3 million. Filed June 16.

WTAM-AM-FM Cleveland, Ohio—National Bcstg. Co. seeks assignment of license to Westinghouse Bcstg. Co. in exchange for WBC's KYW Philadelphia. Filed June 16.

KYW Philadelphia, Pa.—Westinghouse Bcstg. Co. seeks assignment of license to National Bcstg. Co. in exchange for NBC's WTAM-AM-FM Cleveland, Ohio. Filed June 8.

KBST-TV Big Spring, Tex.—William J. Wallace and associates d/b as Big Spring Bcstg. Co. seek assignment of cp to Big Spring Television Inc. composed of the original officers of Big Spring Bcstg. who own 85% of the stock. The remaining 15% is owned by 111 local businessmen. Filed June 8.

WIGM Medford, Wis.—M & N Bcstg. Co. seeks voluntary transfer of control to Harold R. Murphy, 46.7% owner, who purchases stock held by Charles H. Nelson, now owner of WLDY Ladysmith, Wis. Consideration $4,000. Mr. Murphy will become 80% owner. Filed June 15.

APPLICATION DISMISSED

WSTV-TV Steubenville, Ohio—WSTV Inc. at request of attorney, FCC dismissed application for assignment of permit to CBS. Applicant also dropped application to move to Florence, Pa. Dismissed June 14.

Hearing Cases . . .

INITIAL DECISION

San Antonio, Tex.—New tv ch. 12. Chief Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Mission Telecasting Corp. (KONO) and denial of competing application of Howard W. Davis tr/as the Walmac Co. (KMAC). Initial decision June 16.

OTHER ACTIONS

De-intermixture—The Commission adopted notice of procedure for parties intending to participate in oral arguments June 27 regarding de-intermixture of vhf and uhf channels in Peoria, Ill., Evansville, Ind., Madison, Wis., Hartford, Conn., and Albany-Schenectady-Troy, N. Y. Arguments begin 9:30 a.m., rm. 6121, New Post Office Bldg., Washington. Action June 21.

Colorado Springs, Manitou Springs, Colo.—New am 1460 kc, 1490 kc. Designated for hearing application of Taylor Bcstg. Co. for new station on 1460 kc with 5 kw daytime at Colorado Springs and application of Garden of the Gods Bcstg. Co. for new station on 1490 kc with 250 w unlimited at Manitou Springs; made KBOL Boulder, Colo., and KRTN Benton, N. M., parties. Action June 22.

Hartford, East Hartford and Manchester, Conn.—New am 1230 kc. Designated for hearing competitive applications of Samuel Elman, Hartford; Regional Bcstg. Co., East Hartford, and Brothers Bcstg. Corp., Hartford, each seeking new station on 1230 kc with 250 w unlimited, and application of Manchester Bcstg. Co., Manchester, seeking 1230 kc with 100 w unlimited. Made WHUC Hudson, N. Y., party. Action June 22.

Arcadia, Fla.—New am 1320 kc. Designated for hearing application of R. E. Hughes for new station on 1320 kc with 500 w daytime; made WGMA Hollywood, Fla., party. Action June 22.

WOPA Oak Park, Ill.—Designated for hearing application to change transmitter site from Oak Park to Chicago and specify remote control point as Oak Park. Action June 22.

Algona, Iowa—New am 970 kc. Designated for hearing application of Kossuth County Bcstg. Co. for new station on 970 kc with 500 w daytime, directional; made KMA Shenandoah and KAYL Storm Lake, Iowa, parties. Action June 22.

Pitman-Glassboro, N. J.; Chambersburg, Pa., and Fisher, W. Va.—New am 690 kc. Designated for hearing following applications for new daytime stations on 690 kc: The Delsea Bcstrs., 250 w directional, Pitman-Glassboro; James A. Reese Jr., 250 w, Chambersburg, and Richard Field Lewis Jr., 500 w, Fisher. Made WOR New York, WCBM Baltimore and WNNT Warsaw, Va., parties. Action June 22.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co. FCC by order denied petition filed June 13 requesting stay of the Commission's order of May 23 insofar as it requires KOAT to cease operation on 860 kc with 250 w unlimited on June 18; further ordered the May 23 order modified to show extension of time to June 27 for KOAT to discontinue operation on 860 kc and that the station resume operation on its previously licensed frequency 1240 kc on or after June 28. Order June 17; announced June 21.

Henryetta, Okla.—New am 1590 kc. Designated for hearing competitive applications of Henryetta Radio Co. and Henryetta Bcstg. Co., each seeking new am station on 1590 kc with 1 kw daytime; made KWHP Cushing, Okla., party. Action June 22.

Mexia, Tex.—New am 1590 kc. Designated for hearing application of Bi-Stone Bcstg. Co. for new station on 1590 kc with 500 w daytime; made KERC Eastland, Tex., party. Action June 22.

Everett and Anacortes, Wash.—New am 1340 kc. Designated for hearing application of Walter N. Nelskog, Everett, and that of Skagit Bcstg. Co., Anacortes, each seeking new am station on 1340 kc with 250 w fulltime. Action June 22.

Routine Roundup . . .

June 16 Applications

ACCEPTED FOR FILING

Remote Control

WAHR Miami Beach, Fla., Alan Henry Rosenson.

KWNO Winona, Minn., Winona Radio Svc.

June 17 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

By memorandum opinion and order, granted joint motion of Wilton E. Hall and Greenville Television Co., protestants, in proceeding re application of WSPA-TV Spartanburg, S. C. (Docket 11314), to reopen record of hearing with conference of all counsel to commence on June 21; further ordered that said motion, insofar as it requests time for filing proposed findings on present record be held in abeyance, is dismissed as moot. (Action taken 6/16).

Mission Telecasting Corp., The Walmac Co. San Antonio, Tex.—Granted motion of Walmac to dismiss pleading filed by Mission entitled "Reply to Supplemental Proposed Findings of Fact and Conclusions of Law Submitted in Behalf of Howard W. Davis", in proceeding re Dockets 11000-01 (Action taken 6/15).

By Examiner William G. Butts

Bartlett and Reed Management Blackhills Video Co. Rapid City, S. D.—Ordered that hearing now scheduled July 5 be rescheduled July 25 and that all parties shall exchange among themselves all exhibits and documents on which they intend to rely as part of their direct case, on July 18, in proceeding re CPs for radio relay facilities (Dockets 11392-93). (Action of 6/16).

By Examiner Hugh B. Hutchinson on June 16

Chief, Broadcast Bureau—Granted petition to change date from June 3 to June 6 for filing its proposed findings in re application of KGEO-TV Enid, Okla. (Docket 11302).

By Examiner Annie Neal Huntting on June 14

Mercer Bcstg. Co., Trenton, N. J.; O'Keefe, et al, Levittown-Fairless Hills, Pa.—Granted motion of Mercer to extend from June 13 to June 15 time for exchanging substitute engineering testimony, re (Dockets 10931-33).

WAPF McComb, Miss.—Denied motion to strike portions of proposed findings of KCIJ filed by WAPF in re (Docket 11251).

By Examiner Elizabeth C. Smith on June 15

KNBY Newport, Ark.—Issued order which sets forth agreements to govern further course of proceeding in re Docket 10883.

By Examiner Basil P. Cooper on June 15

KNAC-TV Fort Smith, Ark.—Ordered pre-hearing conference to be held June 17 in proceeding re Dockets 11385-86.

June 20 Applications

ACCEPTED FOR FILING

License for CP

KOSI Aurora, Colo.—License to cover CP (BMP-6668, as mod.) which authorized increase in power and change type transmitter (1430 kc).

WDLC Port Jervis, N. Y.—License to cover CP (BP-9508) which authorized increase in power (1490 kc).

KBCH Oceanlake, Ore.—License to cover CP (BP-9496) which authorized new standard station (1400 kc).

Renewal of License

WTCO Campbellsville, Ky., South Central Kentucky Bcstg. Co.—(Resubmitted).

WRGS Rogersville, Tenn., Rogersville, Bcstg. Co.—(Resubmitted).

Remote Control

KDTA Delta, Colorado, Monarch Bcstg. Co.

WGGA Gainsville, Georgia (Aux.), Blue Ridge Bcstg. Co.

Application Returned

KSPA Santa Paula, Calif.—Voluntary assignment of license to Juan G. Salas. (To be filed on 314).

License for CP

WMGE Madison, Ga.—License to cover cp which authorized new standard station (1250 kc).

WFOS South Norfolk, Va.—License to cover CP which authorized new educational fm station.

Modification of CP

KFAR-TV Fairbanks, Alaska—Mod. of cp (which authorized new comm. tv station) to extend completion date to 10-31-55.

KCOA (TV) Corona, Calif.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 1-14-56.

WGTH-TV Hartford, Conn.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 9-1-55.

WINT (TV) Waterloo, Ind.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 1-7-56.

KVSO-TV Ardmore, Okla.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 1-12-56.

KVAL-TV Eugene, Ore.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 8-27-55.

WAZL-TV Hazleton, Pa.—Mod. of cp (which authorized new comm. tv station) to extend completion date to 1-14-56.

KTSM-TV El Paso, Tex.—Mod. of cp (which auth. new comm. tv station) for extension completion date to 10-17-55.

KEPR-TV Pasco, Wash.—Mod of cp (which auth. new comm. tv station) for extension completion date to 1-20-56.

WNYC-TV New York—Mod. of cp (which auth.

(Continued on page 121)

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Station manager—must have fine personal sales record and top references. New 1000 watt station, Billings, Montana, daytime. Good salary plus share of profits. Write: KSPO, Spokane, Washington.

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Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

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Excellent opportunity for newscaster with Illinois community station. Accent on local news. Rural background desirable. Some disc jockey. If you're the man, let your application prove it. Box 932A, B•T.

Staff announcer, for small but good independent in southern state. Living conditions pleasant, pay good. Send resume, tape and photo. Box 953A, B•T.

Wanted: Experienced announcer with first phone. Large city in Louisiana. Good pay. Box 954A, B•T.

Good morning DJ, first phone—combo operation—experienced, permanent. $2.31½ hour. Send tape—experience. All tapes returned. KSPO, Spokane, Washington.

Daytime 500 watter has immediate opening for engineer-announcer with emphasis on announcing. Good pay and working conditions. KSWA, Graham, Texas.

Staff announcer, must be experienced. Eastern Carolina kilowatt. $60.00. Lee Hodges, WCPS Tarboro, N. C.

Fine music station needs announcer with first class engineer ticket. Contact WCRB, Waltham, Massachusetts, WA 5-7080.

Top, fully experienced announcer-operator, under 30, wanted by one of nation's most successful independents. 20% profit sharing this year. Send tape, experience, references and minimum starting salary to WSNY Schenectady, N. Y.

RADIO

Help Wanted—(Cont'd)

Do we have your tape? No immediate in top DJ personalities. KOWH Omaha. WHB Kansas City. WTIK New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

Technical

Northern Illinois daytimer seeking chief engineer with announcing or selling experinece. Good salary for right man. Box 933A, B•T.

Chief engineer-announcer, for progressive independent in deep south. Send resume, tape and photo. Box 952A, B•T.

Chief engineer-announcer needed at once by daytime station soon. Going to 1000 watt. Good deal to right person, with opportunity for spare time two-way radio maintenance, if desired. Do not apply unless you know your business. No drifters. Contact WCLE Camilla, Georgia.

Production-Programming, Others

Qualified news reporter, rewrite man. Authoritative air delivery, good tv appearance. Sound newspaper or other news background. Ability cover news beat, assist news director. Evening shift radio, tv. Reference, tape, photo first letter to New Director, WCAX, Burlington, Vt.

Have opening for experienced combination writer and announcer. Must be able to supervise copy department. $66 for 50 hours, more if better than average. Contact C. Leslie Golliday, Radio Station WEPM Martinsburg, W. Va.

Situations Wanted

Managerial

Manager—sales manager—radio and/or tv. Over 20 years experience radio-tv, including sales—management—ownership. Presently vhf-tv. 46, young family, church and civic leader. Welcome close investigation. Consider all, prefer south. Offer must be sound with future. Box 556A, B•T.

Radio station manager-commercial manager currently executive post in tv, wants to get back into radio. 12 years radio managerial-sales-programming experience. Thoroughly understand profitable small and medium market operation. Available July 15th. Box 901A, B•T.

Manager-salesman: 17 successful, productive years, all phases of radio. A year and a half television sales and production. Excellent references. Early forties, married. Prefer midwest area. Box 915A, B•T.

Manager—with accent on sales! Aggressive, hard-hitting, result-producing. Metropolitan market. $12,000 per annum minimum. Presently sales manager major market. Box 920A, B•T.

Sales manager. Available August 1. Eastern medium market only! Ten year sales, merchandising experience. Prompt reply. Box 927A, B•T.

Veteran radio manager. Take charge or assist. Reliable, capable, efficient. Best references. Box 930A, B•T.

General manager-engineer—with ability to do all-around job, small market experience. Can make station pay. Box 934A, B•T.

Selling my interest in metropolitan radio. Will manage, sales manage your property. Box 939A, B•T.

Salesmen

Five years sales manager; ten years radio including program director, station manager. Permanent, dependable. Box 899A, B•T.

Adult manager wants medium market sales job, eventually manage and buy in. Top personal sales. Finest permanent relations, no speculators. Box 913A, B•T.

Salesman available to company syndicating products—services to radio and tv stations. Know personally most radio and tv station managers in Florida, Georgia, Alabama. 15 years managerial posts in radio and tv. Highest trade references. Box 948A, B•T.

Announcers

Staff announcer. Sports preferred. Experienced. Will travel. Box 745A, B•T.

Announcer, strong, DJ, go anywhere, eager to please. Steady, dependable. Available now. Tape, resume on request. Box 790A, B•T.

First phone combo—4 years experience. Responsible, married, veteran, 29. Southern New England desired. Permanent, right offer. Box 814A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—recent radio school graduate, well versed all phases news, DJ, sales, heavy sports. Familiar with control board operation. Single, veteran, free to relocate. Tapes, resume upon request. Box 877A, B•T.

Announcer—negro. DJ, commercial, news; experience light, ambitious. Tape available. Box 890A, B•T.

Combination man. 1st phone. 3½ years present station. Mature voice. $80 minimum. Prefer midwest. Emphasis announcing. Box 894A, B•T.

Deep, mellow voice. 3 years staff announcing experience. $75 week minimum. Box 896A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad., NBC trained. Know all phases. Want progressive station that offers fine future. Box 897A, B•T.

Announcer. Experienced, dependable and sober. Midwest preferred. First class license. Box 904A, B•T.

Announcer—mature, reliable, excellent commercials. Strong news. Music—popular standards, semi-classicals, engaging personality. Highest references. Tape. Box 906A, B•T.

Announcer, chief engineer. 5 years experience, desires to locate in midwest area. Capable any announcing, play-by-play, special events, competent technician. Tape and references on request. Box 908A, B•T.

Announcer-strong news, excellent commercials—good DJ—will travel—tape and resume upon request. Box 914A, B•T.

News, commercial, DJ, 2 years experience. Presently 5 kw—desire midwest location. Box 918A, B•T.

Young, aggressive DJ-announcer, wants position with progressive station. Veteran, car, light experience, willing to relocate anywhere for right opportunity. Tape, resume, photo. Salary open. Box 922A, B•T.

Young DJ—staff announcer. Short on experience, long on ability. Veteran, college, car, resume, tape, will travel. Box 923A, B•T.

DJ-announcer. Young, aggressive, talented. Light experience, veteran, car, college. Want position with future. Hard worker, will go anywhere. Tape, resume, photo. Box 924A, B•T.

Experienced staff announcer, family, interested relocating permanent position friendly community, salary secondary to security, tape and interview. Box 925A, B•T.

Negro platter personality—college trained personable veteran. Tape, references, travel. Box 941A, B•T.

Staff announcer, DJ, recent graduate, hard worker, tape on request. Box 942A, B•T.

Announcer—light experience, mature, hard worker—needs "first break"—Jersey or vicinity. Tape and resume. Box 943A, B•T.

Staff-sportscaster. Top play-by-play—news—DJ. Commercial-experience, travel. Box 944A, B•T.

Experienced negro DJ, announcer, news—excellent references. Will travel. Tape on request. Box 945A, B•T.

Voice personality, announcer—seeks permanent spot. News, special feature events, strong musical background. Relocate with family. Well traveled. Cultured. Photo, resume, tape. Box 947A, B•T.

Negro deejay, slight experience. Emphasis news. Commercials. Deejay shows, board operator. Box 950A, B•T.

Versatile experienced announcer aspires to further self. Employed, available on notice. Prefer east coast. Veteran, single, 25, college, radio school, 3rd class ticket. Box 957A, B•T.

Announcer, thirty years of age, six years experience, experienced program director. Married, one child. Available August. Write or call Eugene L. Books, 418 Green Street, Big Rapids, Michigan. Tel.: 782.

DJ—excellent record—tremendous ten audience wishes to join promotion minded station. 31, vet, degree, stable, cooperative, good appearance, thoroughly dedicated to work. Contact at temporary address: Mr. Burns, % Taylor, 2276 Dixie Highway, South Fort Mitchell, Ky.

Announcer—4 years experience including tv. To locate in southeast—prefer Florida. Salary expected $90.00. Contact Dave Godwin, KNEA, Jonesboro, Ark. 2-8381. Tape on request.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J. Bernardsville 8-0538.

Announcer, staff singer. Strong on news, commercials. Do copywriting, DJ, third ticket. Recent broadcasting school graduate. Married, will travel. Tony Lamont, 1153 70th Street, Brooklyn, New York.

Announcer—news—DJ. Tape, resume available. Ohio-Penna., preferred. Jerry Peterson, 1515 Monroe, Chicago, Ill.

3 in 1, announcing six years, have first class license, interested in selling. College graduate seeks permanent position. Gerry Well, 183 Sly Avenue, Corning, New York.

Technical

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 823A, B•T.

Engineer—first phone license. No broadcast experience. Six years experience, tape recorder and audio equipment maintenance and repair. Will relocate. No announcing. Box 893A, B•T.

First phone engineer, 7 years am experience, all phases, Eastern and midwestern stations only. Box 926A, B•T.

1st phone, no experience, vet, 31, grad radio-tv school. Can travel. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

Ten years radio; one television. First phone, 31, car. Now available. $60 start. Good references. Downie, 807 Westcott Street, Syracuse, N. Y. 76-3419.

1st class engineer, presently chief, anywhere if permanent, references. Raymond Skinner, 506 South Court Street, Sparta, Wisconsin.

Programming-Production, Others

Young man desires copywriting, editorial position with radio or tv network. Will relocate. Box 846A, B•T.

Copywriter—DJ personality, 34, eight years experience. Tape, resume, copy specimens. Box 891A, B•T.

Biggest bargain in radio! Program director, sports director, newsman, continuity writer, deejay, staff man—all this for 80 dollars a week! First come—first served. Box 902A, B•T.

Girl Friday—three years programming, continuity. Third ticket, typing, shorthand. Prefer small midwest station. Help you build local appeal. Box 907A, B•T.

Writer-producer-promotion, versatile idea man desires west coast. Top references. Twenty years experience. Box 936A, B•T.

Womans show, nationally known. Twelve years polished metropolitan performer. Can sell. Age 29. Married. Box 940A, B•T.

TELEVISION

Help Wanted

Managerial

Local sales manager wanted by vhf station in Great Lakes area. Good opportunity for hard worker. Prefer young man with tv experience. Box 937A, B•T.

Salesmen

Salesman wanted for vhf station. Excellent working conditions with opportunity to make money. Send details to Box 938A, B•T.

Announcers

Children's director: For educational television station. Available September 1. Able to perform, supervise all children's programs. Strong on creative side, sound educational philosophy and training. Good appearance, extensive radio-television experience. Send full particulars, recent photo, tape and/or film of work, background, references and expected salary. Write Channel 10, 268 Jefferson, Memphis, Tennessee.

Technical

Immediate openings—video engineer; cameraman. Must be experienced both studio and remote operation. C. E., KOAT-TV, Albuquerque, New Mexico.

Programming, Production, Others

Wanted—tv program manager, vhf network station, medium size market, southwest. Must be experienced, able to direct on-air operations. Right man advances within company. Write qualifications, desired salary. Box 919A, B•T. Our employees know of ad.

N. Y. tv station offers top opportunity for versatile young man wanting new horizons in tv advertising, promotion and research. Be specific and complete. Box 946A, B•T.

Situations Wanted

Announcers

Valuable all-around tv personality. Compelling commercials, engaging MC, intelligent news. Proven; highest endorsements. Solid background large and small city tv, radio, films. Now with midwest am-uhf, want permanent connection vhf larger market. Box 931A, B•T.

Technical

Engineer: am-fm experience, desires tv in northeast or midwest. References. Box 935A, B•T.

Production-Programming, Others

Responsible young man with progressive ideas and thorough knowledge of radio and television writing and production, desires position as television director in small or new operation. Master's degree in radio-television from Northwestern University. Veteran. Prefers east but will consider other offers. Available after July 1st. Box 869A, B•T.

Responsible young woman with flair for creative ideas desires position as educational and public affairs consultant and/or staff writer. Thorough knowledge of radio and television continuity. Dramatic writing, production, and research techniques. Teaching certificate and master's degree in radio and television. Available after July first. Box 870A, B•T.

DISC JOCKEYS WANTED

Central Florida's newest and most powerful daytime station WGTO* 10,000 watts, 540 kc., wants 3 DJ's with experience in any of the top 15 markets. Right men will have possibility of earning

$10,000 PER YEAR, OR MORE

Send resume, photo, disc or tape to: Station Director, KWK, Incorporated, 1215 Cole Street, St. Louis 6, Missouri. Replies confidential.

*** On air approximately August 1, 1955**

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Working production manager, experienced, 6 years tv. Can strengthen your operation, professionalize commercial presentations, produce visually-appealing live shows, all with cost-cutting know-how to fit your budget. Not afraid of uhf. Box 898A, B•T.

Young man with six years educational motion picture and closed circuit experience wants to learn commercial tv field from bottom up. Box 900A, B•T.

Young radio program director-announcer with 4 years art training and display experience seeks job in television to work in art department. Prefer smaller towns in mid-south. Married with family. Box 905A, B•T.

Producer-director, production manager, tv. College, family man, vet War II, offer effective creative, economical programming. Experience includes camera operation; audio; switching; film-supervision; projection; announcing; floor manager; scenic design. Box 921A, B•T.

For Sale

Stations

One fifth interest KLOV, Loveland, Colorado, $5,000.

Florida major market $150,000 ⅓ down; Mississippi small market, $25,000; Tennessee single station market, $60,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Texas. Fulltime network. Single-station market. Serving large thriving agricultural, cattle, oil market. Stabilized city. Population over 10,000. Bank deposits over $20 million. Ralph Erwin, Broker, Box 811, Tulsa.

City station. Covers large metropolitan area. Available through Ralph Erwin, Broker, Box 811, Tulsa.

Special. Priced in perspective. A thousand-watter, located in one of the southwest's most beautiful cities. Market well over 200,000 per owner's statement. Year-round tourist mecca. City of beautiful homes, buildings, churches. Nationally famous, expanding market. This entire situation is available for the most searching inspection by qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tuneable 4 or 6. Box 911A, B•T.

Langevin type 119-A program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

For sale: 620 foot guyed tv tower complete with lighting and guy wires. Write WJTV, Box 8187, Jackson, Miss.

For sale: One Rek-O-Kut model 16-A disc recorder complete with Presto 1-D cutter. $250.00. Contact J. J. Ikner, WFNC, Fayetteville, N. C.

27 used towers, all types and sizes, for sale. Ace High Tower Erector. Phone Greenville, N. C., 6750.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Small market midwest station desired by three young experienced radio men with limited capital. Box 766A, B•T.

Now own several radio stations in large markets. Will pay all cash for right station. Must be market with city population over 500,000 with station licensed to principal city, not suburb. Fulltime station below 1000 kc most desired. Absolute confidence pledged. Box 912A, B•T.

Experienced broadcaster seeking small station east-south-Florida. Cash down. References. Box 928A, B•T.

Radio property wanted now. Oklahoma. Missouri, Texas, Arkansas. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted now. Metropolitan stations for listing. Cities over 100,000 in Texas, Oklahoma, Missouri, Arkansas. Network or non-network. Fulltime or daytime. Current billings not important. Exclusive listings only. Ralph Erwin, Broker, Box 811. Tulsa.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

WANTED TO BUY

Equipment Etc.

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B•T.

Wanted: Used R. F. bridge. Write L. E. McKinney, WACL, Waycross, Ga.

Good used 500 watt transmitter. Radio Station WKAM, Goshen, Indiana.

Ampex or Magnacord recorder and disc recorder. Address 315 Wilder Building, Charlotte, North Carolina.

Miscellaneous

FCC restricted operator permits—license verification cards—permanently sealed in protective, crystal clear plastic. 50¢. 5—$2.00. Plastic Press, Box 13, St. Louis 14, Missouri.

Anxious to learn whereabouts of my son, Nick Irwin Isenstein, please contact Mrs. Ruth Isenstein, 612 4th Street, Rock Island, Illinois.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, Dept. B, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES

High level, salaried position as product sales manager for AM broadcast and audio equipment. Very important Sales Department position includes product planning, production scheduling, and systems engineering to assist field sales force.

SALES ENGINEER

To travel and sell broadcast equipment to radio stations in Southeast. Salary and commission.

Aggressive, sales-minded men needed by leader in broadcast field located in Midwest. Send full details with photo and state position preferred to

Box 916A, B•T

ATTENTION!

SALESMEN

and

Small Station

Commercial Managers

Station established over 15 years in one of the leading markets in the Great Lakes region is expanding staff. Rare opportunity in sales position open now, with best prospects for advancement to executive position near future—plenty of room at the top here. If you are a worker and like to sell, send full details first letter.

Box 951A, B•T

RADIO

Situations Wanted

Managerial

STATION OWNERS GENERAL MANAGER NOW AVAILABLE

Experience and good judgment is what you want. Background in both small and large markets. Up through the ranks. Ten years with last company, one of the nation's largest radio and TV station operators. Knowledge of and dealt with all networks and national agencies. Some foreign experience. Will go anywhere. Capable and energetic with ideas to make station profitable as well as progressive in community. Age 43. Family. Best of references. Always active in civic affairs. Available because of personal reasons. Interested only in top spot. For personal interview only, write:

Box 955A, B•T

Announcers

TOP AIR SALESMAN DISC JOCKEY

Smooth rich voice. Available July 1st. 10 years experience—top stations. Excellent industry reference, plus agency experience.

Box 956A, B•T

TELEVISION

Help Wanted

Managerial

TELEVISION SALES MANAGER

Well established major network affiliate in medium market has opening for sales manager. This is the number two position in the station and requires a mature, well experienced and successful man. Substantial AM background may be acceptable in lieu of TV experience. Salary is open. Living conditions are excellent and the future is secure and bright. Send complete resume including photo to Box 815A, B•T. All replies confidential.

Technical

Chief Engineer position open at K.W.T.X., Channel 10, Waco, Texas. Send letter of application to M. N. Bostich, K.W.T.X., Waco, Texas.

TELEVISION

Situations Wanted

Managerial

TV General Manager

available for immediate interview. Major or secondary market VHF operation. Thirteen years in industry . . . seven years top management. Excellent record. Finest references.

Box 958A, B•T

Programming, Production, Others

TV NEWSCASTER

TV & Radio
News & Special Events
Broad Experience—On Air
Production & Writing, Etc.
For Full Details
Box 437A, B•T.

Television Program Director

13 years radio and TV. Can create good local programs with low budget. Will train your staff for new C.P.

Box 892A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

(Continued from page 116)

new comm. tv station) for extension completion date to Jan. 56.

June 21 Decisions

BY THE BROADCAST BUREAU

Actions of June 17

Granted License

WNVA-FM Norton, Va.—Granted license for fm station.

WHAT-FM Philadelphia, Pa.—Granted license for fm station.

Remote Control

WAHR Miami Beach, Fla.—Granted authority to operate . . by remote control.

Granted Extensions

Following were granted extensions of completion dates as shown: WOCN Atlantic City, N. J., to 1-16-56; WTTW (TV) Chicago, Ill., to 1-5-56; WTVY (TV) Dothan, Ala., to 1-6-56.

Actions of June 15

Sign-Off Permission

KFIZ Fond du Lac, Wis.—Granted permission to sign-off at 8 p.m. during summer months June, July and August.

KEYD Minneapolis, Minn.—Granted permission to sign-off at 6 p.m. during summer months for period ending Sept. 1955.

Granted Extensions

Following were granted extensions of completion dates as shown: WTOH-TV Toledo, Ohio, to 1-16-56; KQTV (TV) Fort Dodge, Iowa, to 12-28-55; WTAO-TV Cambridge, Mass., to 1-5-56; WALB-TV Albany, Ga., to 12-23-55; WSYR-TV Syracuse, N. Y., to 1-5-56; WTWO (TV) Bangor, Me., to 1-5-56; KTHV (TV) Little Rock, Ark., to 1-4-56.

Remote Control

Following stations were granted authority to operate trans. by remote control: WRIV Riverhead, New York; WLIN Merrill, Wis.; KWNO-FM Winona, Minn.

WLRD-FM Miami Beach, Fla.—Granted authority to change remote control point from 420 Lincoln Rd. to 814 1st St., Miami Beach.

Actions of June 14

Granted Extension

WTOW Towson, Md.—Granted extension of completion date to 9-15-55.

Actions of June 13

Granted License

WEMC (FM) Harrisonburg, Va., Eastern Mennonite College Inc.—Granted license for noncommercial educational fm station.

Granted License

KTYL-FM Mesa, Ariz.—Granted license covering changes in licensed station.

WVLN-FM Olney, Ill.—Granted license to cover CP (which replaced expired permit) which authorized new fm station.

KPFM (FM) Portland, Ore.—Granted license for fm station.

KFML (FM) Nr. Golden, Colo.—Granted license for fm station.

WKIP-FM Poughkeepsie, N. Y.—Granted license for fm station.

KUTI Yakima, Wash.—Granted license covering increase in power.

Granted Extension

Following were granted extensions of completion dates as shown: WIND-TV Chicago, Ill., to 1-16-56; WTPA (TV) Harrisburg, Pa., to 12-15-55; KETX (TV) Tyler, Tex., to 12-1-55; KVAN-TV Vancouver, Wash., to 1-16-56; KHSL-TV Chico, Calif., to 1-11-56.

Remote Control

Following stations were granted authority to operate trans by remote control: WBZA Springfield, Mass.; WPLH Huntington, W. Va.; WRFC Athens, Ga., while using nondirectional antenna.

June 21 Applications

ACCEPTED FOR FILING

License Renewal

WTHI-FM Terre Haute, Ind.—renewal of license.

Modification of CP

WLLY Richmond, Va.—Mod. of CP (which auth. new standard station) for change type trans; change studio location and operate trans. by remote control.

WNBH-FM New Bedford, Mass.—Mod. of CP (which auth. changes in licensed station) for extension of completion date.

WAZL-FM Hazleton, Penn.—Mod. of CP (which auth. changes in licensed station) for extension of completion date.

WKNB-TV New Britain, Conn.—Mod CP which auth new comm. tv station to extend completion date to 1-15-56.

KLIX-TV Twin Falls, Ida.—Mod. CP which auth. new comm. tv station to extend completion date to 1-15-56.

KPLC-TV Lake Charles, La.—Mod. CP which auth. new comm. tv station to extend completion date to 1-12-56.

License for CP

WBRC-TV Birmingham, Ala.—License to cover CP which auth. changes in existing comm. tv station.

June 22 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (chairman), Hyde, Webster, Hennock, Bartley and Doerfer, took the following actions on June 22:

KTLA-TV Los Angeles, Calif.—Paramount Television Productions Inc. Granted renewal of license for the regular period (Chairman McConnaughey absent).

UPCOMING

JUNE

June 26-29: National Adv. Industries Exposition, Morrison Hotel, Chicago.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 27-July 1: American Institute of Electrical Engineers general meeting, New Ocean House, Swampscott, Mass.
June 28: Presentation, Outstanding Young Advertising Man Award, Assn. of Adv. Men & Women of New York.
June 28-30: Emerson Distributor Convention, Hotel Plaza, N. Y.
June 29-July 1: American College Public Relations Assn., Drake Hotel, Chicago.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11: Start, Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.

(New M. S. "STOCKHOLM")

N. C. Association of Broadcasters Convention - Cruise

(Official Meeting—Tax Deductible)

Sailing Nov. 10 from Wilmington, N. C.
To Bermuda—3 days there—$100, up
(ship as hotel)

Everyone Invited — For Literature, clip and mail . . .

Allen Travel, 550 5th Ave., N.Y. 36

NAME: .....

ADDRESS: .....

.....

Operation un-Alert

THERE'S something very wrong—or phony—about our civil defense organization. Operation Alert June 16-18 was to be the closest approach to the McCoy—evacuation of 60 cities under simulated atomic attack and relocation of the federal government at points distant from Washington.

For years we have been told that Conelrad was to be the heartbeat of the civil defense program. It was to alert America of the impending raids, warning people at home, on the highways, in their offices, wherever they might be. There had been four nationwide Conelrad tests, wherein 1,300 am stations were to operate on predesignated channels of 640 and 1240 kc, with all others silenced.

But Conelrad wasn't used June 16-18. Was it forgotten? Or did those previous dry runs flop to the point where Conelrad no longer is regarded as a factor? The broadcasters have a right to know. After all, they have invested $3 million out of their own pockets to set up the Conelrad system.

The Fallacy of 309 (c)

A LOT of law affecting broadcasters is being written by the high courts these days. Three opinions—one by the Supreme Court and the others by the Court of Appeals in Washington—cause broadcasters and the FCC to wonder when a final decision is really final.

The FCC has been reversed many times by the Court of Appeals, but never has it been slapped down so severely as by the court as currently constituted. Circuit Judge David A. Bazelon has become that court's communications expert and has authored most of the recent opinions. The court has consistently criticized the Commission for failure to give what it regards as full evidentiary hearings. But in two recent cases, it has gone far beyond this, rebuking the FCC for failing to cope with community antennas, overlap in tv, ownership diversification and the dropout "quick grant" procedure.

Judge Bazelon went all-out in chastising the FCC for its fast handling of the so-called Clarksburg, W. Va., case. The only newspaper publisher (both morning and evening) in Clarksburg had protested under Section 309 (c) the quick grant of ch. 12 in that city, on economic grounds. The court said that "on the concentration of control issue alone," the grant would not have been in the public interest. In so doing, it all but telegraphed its opinion on the highly important newspaper ownership issue now before it in the McClatchy case, in which the American Newspaper Publishers Assn. has intervened.

The Supreme Court, however, has taken what can be construed as an opposite view on the "concentration" question. In a 7-1 decision involving the nearly 10-year old Allentown-Easton (Pa.) litigation [B•T, June 13], the highest tribunal held that the FCC is responsible for the fair distribution of broadcast facilities and that this overshadows other considerations, including "concentration."

In a second Bazelon decision, involving a grant in Fort Wayne, Ind., the lower court didn't bother to consider the merits, but ordered the case reopened to determine the effect of the death of one of the principals on the losing end—the late Paul V. McNutt—upon the FCC's decision. The FCC lawyers are puzzled, since they are barred from consulting with the FCC itself under one of those so-called "McFarland Amendments."

This new line of lower court opinions shows the fallacy of living under Section 309 (c), which provides an automatic hearing on a showing—however remote—of economic interest. In the Clarksburg case, the protest was from a newspaper publisher with an anti-radio record and presumably with no interest other than that of seeking to exclude any new competition for the advertising dollar.

The Supreme Court on another count restored to the FCC some of the authority it lost at the hands of the lower court. In the Allentown case, the lower court had reversed the FCC, and sustained the hearing examiner, in an opinion that had the effect of ensconcing the hearing examiners as judges, with the Commission as an intermediate appellate bench. The Supreme Court's reversal placed the examiners where they should have been—as referees. And, by the same token, the circuit court was placed at its appropriate level as an appellate tribunal, and not as the administrative policy-maker, achieved through the device of *obiter-dicta*.

Without modification or repeal of Section 309 (c) it is conceivable that no case can become final until the Supreme Court acts. But more immediate, it places in jeopardy the outcome of virtually every broadcast case pending at the FCC. Comr. John C. Doerfer, in an off-the-cuff talk to the Maryland-District of Columbia radio and tv broadcasters 10 days ago, warned that use of 309 (c) swings away from the competitive concept and that broadcasters may protest themselves into complete utility-type regulation of rates and tariffs. There can be no question about the validity of his timely comments.

Congress will remain in session for about a month. Hearings were held last week before the House Commerce Committee on repeal or modification of 309 (c) to eliminate the automatic hearing on protest. Senate Subcommittee Chairman Pastore plans hearings soon. Even those who have used 309 (c) realize its inequities and that it can boomerang on them too. The automatic hearing should be rescinded at this session, as inequitable, unworkable and dangerous.

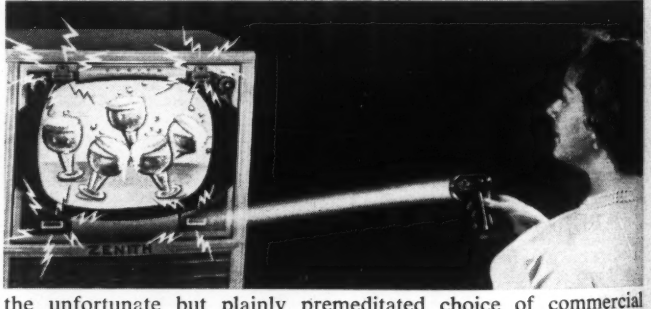
Drawn for BROADCASTING • TELECASTING by Sid Hix

"Dammit, Carmody, can't you just come in and ask for a raise . . . did you have to work up a storyboard on it?"

Drop That Gun

ZENITH Radio Corp. has released a publicity picture (reproduced below) showing its new Flash-Matic gadget in action. The caption on the picture, as delivered from Zenith, read: "Shooting Off the Commercial."

We have already reported this astonishing development by Zenith and would not feel obliged to give it further notice if it were not for



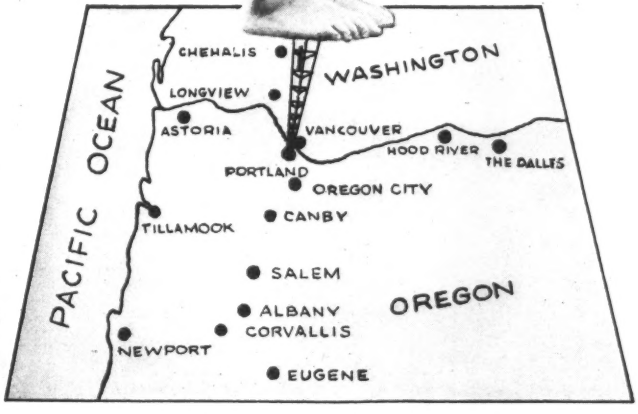
the unfortunate but plainly premeditated choice of commercial which the Zenith artist painted in this publicity picture as the target of the model's gun. We submit that five steins of foaming beer are not typical of television commercials. Only a publicity effort consciously determined to discredit commercial tv in every possible way would produce as distorted a representation as this one.

To advocate the adoption of subscription television is Zenith's right, but to advocate toll tv by maliciously defaming commercial television betrays dangerous irresponsibility. What's more, it shows an inane disregard for the system from which Zenith itself has been profiting handsomely.

If commercials had not provided the money which enabled television to expand, Zenith would not have been selling all those television sets which have paid for Zenith's publicity campaign against commercial television. It would be more gracious of Zenith to quit shooting off commercials and its mouth.

YOU *win* THE WHOLE 30-COUNTY PORTLAND, OREGON MARKET *with* KOIN-TV

Oregon's only maximum power station



You're betting on the champ when you buy KOIN-TV. No other station or combination of stations in the Pacific Northwest duplicates KOIN-TV's tremendous sales coverage . . . sales impact!

Check This Solid Sales Punch:

BIGGEST COVERAGE

KOIN-TV alone delivers the full 30-county Portland, Oregon market . . . over 340,000 TV sets . . . 1,677,900 people with a per capita sales twice the national average.

HIGHEST RATINGS

KOIN-TV alone leads morning, afternoon, evening in the current ARB . . . 49% more audience during the week . . . 12 of the top 15 weekly shows . . . 8 of the the top 10 multiweekly.

For Biggest Sales Results . . .
Pick the Champ!

PICK
KOIN-TV

THE BIG MR. SIX IN THE WEST

CHANNEL 6
KOIN-TV

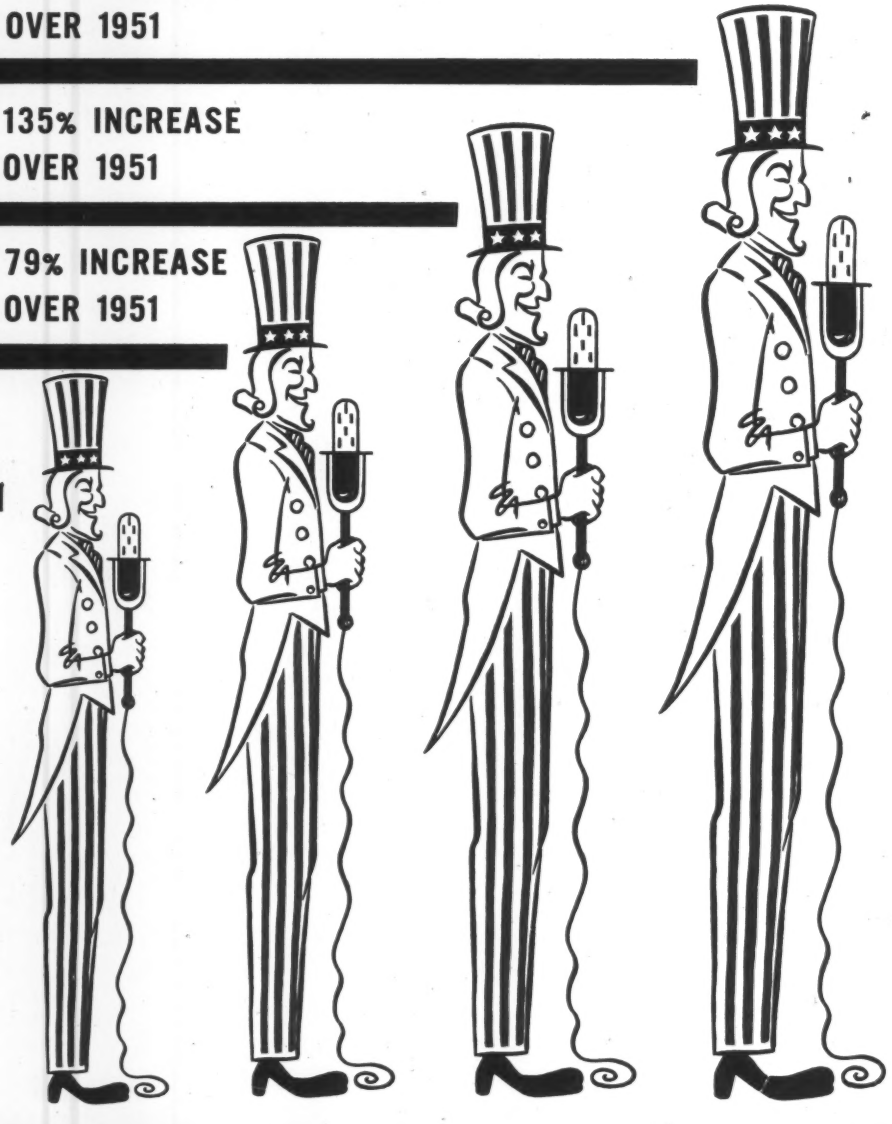
PORTLAND, OREGON

Represented Nationally by CBS Television Spot Sales

NATIONAL ADVERTISERS

PREFER KLAC

1954	107 NATIONAL ACCOUNTS	215% INCREASE OVER 1951
1953	80 NATIONAL ACCOUNTS	135% INCREASE OVER 1951
1952	61 NATIONAL ACCOUNTS	79% INCREASE OVER 1951
1951	34 NATIONAL ACCOUNTS	



KLAC

570 | ON YOUR DIAL

M. W. HALL
President - General Manager
FELIX ADAMS
General Sales Manager
Represented Nationally by
ADAM J. YOUNG, Jr., Inc.

DURING WEEK OF JUNE 13

504 Announcements FOR NATIONAL SPONSORS	95 Newscasts FOR NATIONAL SPONSORS	9 Sports Broadcasts FOR NATIONAL SPONSORS